

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

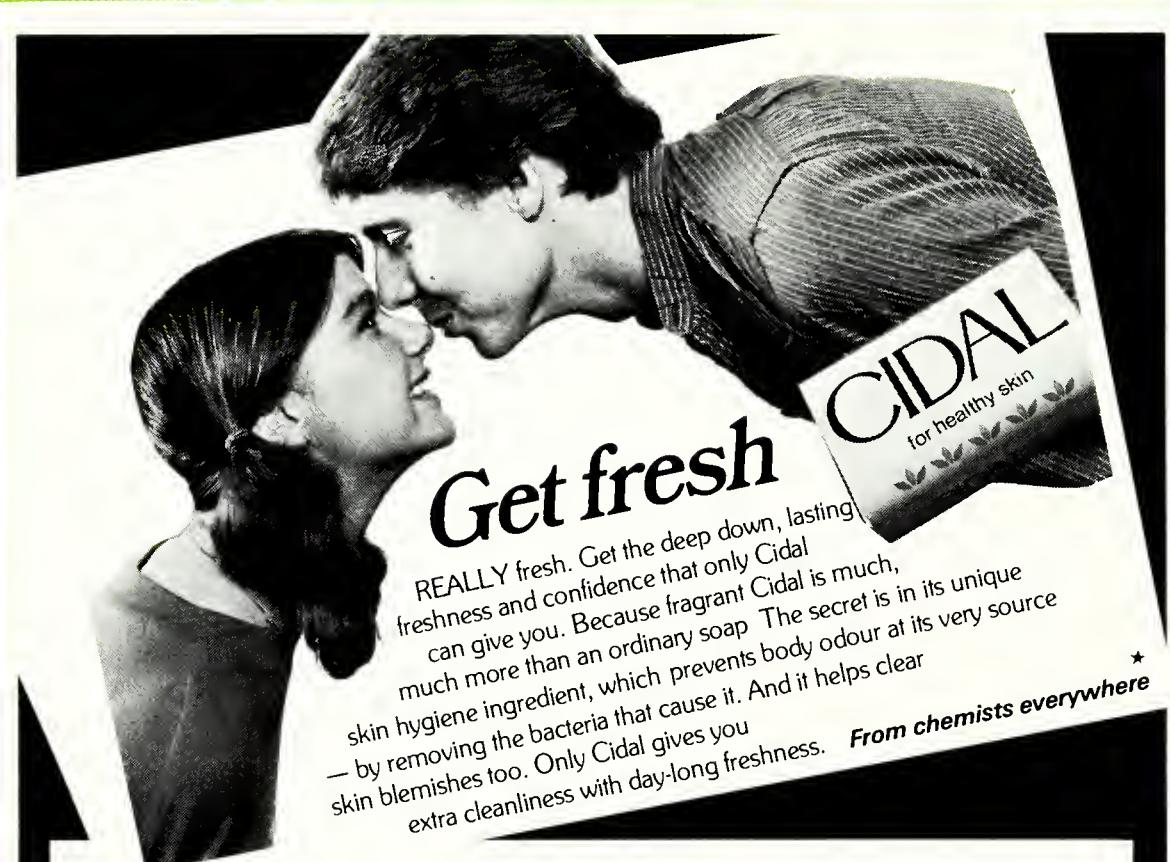
April 25 1981

No-levy' LPC contractors to lose their PSNC services

Cosmetics review 1980

Students in conference: certificate change comes under fire

some brews
SPECIAL FEATURE



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COMMENT

Health claims

Certain *C&D* advertisers are taken to task this week by one of our subscribers, Mr A. Peel (Letters p810), and as we have sympathy with his viewpoint it seems some explanation of our policy is required.

Comparing what is said about Seatone's medicinal properties—that is, nothing—and the extensive claims made for Rutivite, he asks whether there is a clear dividing line between health foods and herbal remedies. The answer is most certainly yes, but we are sure many general practice pharmacists (especially those brought up on pre-Medicines Act legislation) are equally confused about what can and cannot be said. This becomes particularly important in relation to the rules governing what a pharmacist may claim for a product at point of sale.

The health food, of course, may make no medicinal claims except those relating to general health—in other words, they go no farther than what may be claimed for a dietary supplement. However, there is nothing to prevent the purchaser believing that he or she will benefit medicinally, and some of the less scrupulous manufacturers have in the past been associated with public relations campaigns designed to boost such beliefs. The claims also receive support in health food books and magazines, and from the proprietors of many health food shops—where, we suspect, the letter of the law is frequently broken. (The Health Food Manufacturers' Association has a code of practice which should prevent the worst excesses.)

On the other hand, some claims are at least based on medical research, and green-lipped mussel is a case in point—see the report from Glasgow

Homeopathic Hospital, (February 21). The products themselves remain foods and make no claims, though we have recently seen PR releases which were not so shy!

The herbal remedy is a different matter and is specifically exempted from nearly all Medicines Act provisions. Apart from the group of claims which include cancer and diabetes, the herbal remedy is precluded only from using some ten words in its claims. These are specific and, apparently, do not extend to synonymous or related conditions. Thus, atherosclerosis is prohibited, but not hardening of the arteries; thrombosis, but not stroke. All is fair game provided that the container is labelled "A herbal remedy for . . ." (followed by the name of the disease) and "Warning. If you think you have (name of disease) consult a registered medical practitioner before taking this product. If you are already receiving treatment tell your doctor that you are also taking this product." These exemptions do not extend to representations, but a pharmacist has a general exemption when counter-prescribing for a particular patient.

In the same context, there are exemptions for claims that can be made in advertisements in journals directed to pharmacists. When accepting such advertisements, we try to ensure not only that they are legal and comply with all voluntary codes of practice, but also that in following their advice a retail pharmacist will not be led into a breach of the law. Beyond that, we believe the pharmacist has a right to information which he may accept or reject according to his professional conscience. ■

Stop press: VAT repayments.

Individual pharmacies must notify their FPCs every month with details of each VAT repayment claim. The advance payment on May 1 cheques will be 110 per cent, says PSNC. ■

PSNC to withdraw services from LPC

The services of the Pharmaceutical Services Negotiating Committee are being withdrawn from chemist contractors within the area covered by the City and East London Local Pharmaceutical Committee.

The LPC has still not paid the second half of its 1980 PSNC levy following a ballot in which contractors agreed the levy should be withheld "until PSNC spokesmen identify more fully with the aims and aspirations of contractors and also explain in much greater detail the course of negotiations with the DHSS."

Further ballot

PSNC warned the LPC that services would be withdrawn some four weeks ago, but it is understood that the LPC members believe they cannot change their decision without another ballot. In the meantime, PSNC has decided it cannot continue to offer services to contractors in the area in fairness to those LPCs which are paying the levy. Among the services affected are the Central Checking Bureau, advice services, and all publications such as PCLs, the NHS newsletter and *Action*. PSNC points out that the full cost of the levy is reimbursed in remuneration.

No recommendation

In the new ballot, City and East London contractors will receive the LPC's appraisal of the current situation, but no recommendation about which way to vote. They will instead be expected to "weigh the loss of PSNC services against their satisfaction with PSNC".

Only five out of 30 replies to the last ballot objected to the proposal to withhold levy—the wording of the ballot form assumed that non-return indicated endorsement by the other 130 contractors in the area. This time, the issue will be decided by a simple majority of contractors responding.

LPC officers do not think things have changed, however, and while welcoming the attitude taken towards the Minister for Health at the recent LPC conference, they are concerned that negotiations are continuing without contractors being kept informed. There

is also disquiet about PSNC's presentation of average contractors' remuneration figures (*C&D* April 4) since London contractors have much higher overheads than the averages shown—and hence lower net income. ■

Ministerial meeting

PSNC representatives are to meet the Minister for Health, Dr Gerard Vaughan, on April 30 to continue discussion of the DHSS proposals for updating contractors' remuneration. It is understood that there has been no progress since the offer was rejected at the time of the LPC conference in March. ■

Warning on 'unsafe' hair brushes

The Government has issued a warning that hundreds of thousands of cheap electric hair curling brushes sold in Britain recently may be unsafe.

In a Commons written answer, Consumer Affairs Minister, Mrs Sally Oppenheim, said there were 26 brands, all made in Hong Kong, which did not comply with electrical safety regulations. The Department said they all seemed to be identical and they have warned anyone who has bought one not to use it until it has been checked by an electrician.

The warning came after local authority officials in many parts of

the country had complained about the brushes and pressed the Government for action.

According to a BBC news broadcast the appliances are generally sold for under £5, "mostly on market stalls and in smaller shops". It has been discovered that they may have inadequate insulation of live parts in the blower and over-heat, start giving off smoke or even give electric shocks as a result.

The problem came to light because a 12 year old girl in Sheffield found that the plastic teeth of her brush melted and became entangled in her hair. The appliances have been on sale chiefly in the north of England.

Commenting on the adverse publicity that may have been engendered for articles of this nature in general, Howard Atkins, managing director of Braun in the UK comments: "Naturally, the general public may be rather wary of purchasing hot brushes and curling brushes following this adverse publicity. It is essential, therefore, that retailers only recommend well established brands, such as Braun, which comply totally with the British Government regulations". ■

Off on holiday to Tenerife shortly is Miss Hilary Goldenfield MPS, manageress of Marks Chemists of Birmingham, who won £250 worth of holiday vouchers in a recent *Nice 'n Easy "Spot The Millionaire Competition"* sponsored jointly by Vestric and Bristol Myers. Presenting the vouchers is Mr Andy Zikking, midlands area sales manager of Bristol Myers. On the right is Mr Nigel Bond, assistant branch manager of Vestric, Birmingham.



Another period of confrontation?

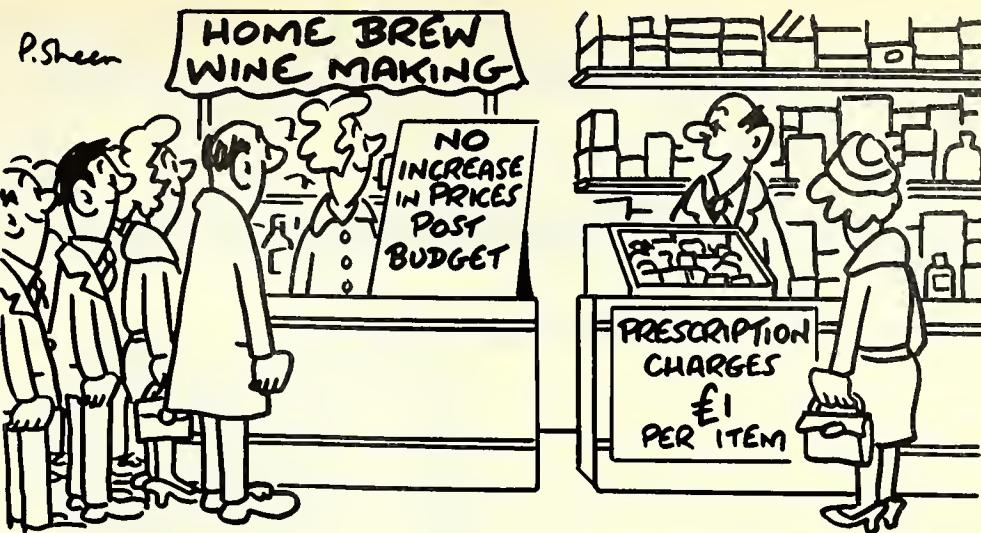
We seem to be heading for another period of confrontation with the Minister and the Department of Health, says PSNC deputy chairman, Mr David Coleman, in an address being given to Lincoln Branch of the National Pharmaceutical Association on Wednesday.

Attacking the Minister's declared intention to stop covering contractors' costs through the updating of indices, he says: "Of course the Minister may appeal to our sense of responsibility, to the nation's need. Perhaps we would accept a notional salary in line with a Government wages policy—we have before."

"But this Government has no wages policy. It has guidelines for public services settlements. Again I would accept those, and if our notional salary is settled on a par with other government-controlled workers, such as miners and doctors then so be it."

"But to say that operating costs will not be met if they exceed a 'norm' (of I understand 11 per cent) destroys the whole basis of our contract. My rates are set to increase by 20 per cent (and many parts of the country by much more), my electricity bill is up by over 20 per cent, staff costs by 17 per cent, petrol, and so on.

"My wholesalers' terms become less and less favourable, the cost of the drugs I am using is increasing—



"Win some—lose some!"

sometimes 20 per cent in one go—so I am tying up more capital."

In refusing to meet these costs the Minister was telling contractors to take a reduction of 10 per cent in income. "Are civil servants to be asked to provide their own stationery? Are miners to provide their own shovels? Of course not."

Mr Coleman argues that if there is no money, savings should be made in the drugs bill (which represent 80 per cent of pharmaceutical costs), perhaps through insisting on 28 days supply and producing a cost-conscious attitude to drugs amongst the whole population. "Please Minister there is waste in the NHS, there is scope for saving money, we are all ready to help you—but no Minister, not by refusing to meet the true costs of operating that service." ■

psychotropic drugs but feels that to use them to treat young people with boy- or girl-friend trouble, for example, is unnecessary. ■

Harrods offer: it's to encourage trial

A Harrods offer in which a new skincare product, Nutribel, is being made available free by mail order has been defended by Lancome.

Sunday colour magazine advertisements this week offered a £9.75 large pack (75ml) free with a purchase of £12's worth of other Lancome products. One subscriber who contacted C&D complained that this was a departure from normal launch offers, since the pack represented much more than a "sample". Furthermore, as a stockist he had already placed a substantial order for Nutribel—which is not coming generally on to the market until the end of May.

Co-incidentally, Mr David Nash, marketing director of Lancome, was quoted in the *Sunday Times* business section as saying in relation to gift-with-purchase schemes: "There is a danger of creating a credibility gap in the customers' eyes between the normal price of the product and the price at which you can apparently give it away during a promotion. I believe the situation has a very real chance of backfiring".

However, Mr Nash told C&D that his company has launched other products very successfully in this way—there is a cachet to be gained from association in the purchaser's mind with Harrods, and repeat businesses (which he was sure would be stimulated by trial of the product) would come the way of local stockists.

His criticisms of gift-with-purchase were directed at offers not in line with the price of a product, not those designed—as in this case—to put into consumers' hands products that would not otherwise have been tried. ■

RPA membership donation details

Rural pharmacists who have offered their support to the Rural Pharmacists Association (RPA), have been invited to become members of an ad hoc committee. Acceptances to this committee have already been received from 15 areas.

All rural pharmacists are now being urged to join the Association and a subscription fee of £10 per year has been decided upon. Members wishing to donate further contributions are invited to do so.

All cheques should be made payable to the RPA, crossed, and sent to Mr John Davies, MPS, 8 High Street, Wiveliscombe, Somerset. Contributions will be individually acknowledged.

The RPA ask that members should send the names of wholesalers that they are using, as this will be a useful means of deciding how to distribute information at little cost.

The following areas are represented so far on the ad hoc committee:—

Cheshire, Cornwall, Cumbria, Devon, Dorset, Essex, Gloucestershire, Gwent, Gwynedd, Lincoln, Norfolk, Northants, Staffordshire, Somerset and Yorkshire. ■

Psychotropics too readily prescribed

General practitioners are criticised by a London hospital specialist for prescribing psychotropic drugs too readily and thereby contributing to the growth in the number of people taking overdoses.

Dr Richard Farmer, specialist in community medicine at the Westminster Hospital, has produced statistics that show a correlation between the institution, increase and decrease of prescription charges and the numbers of cases of drug overdoses.

The numbers of persons admitted to hospital having taken an overdose in England and Wales, has increased from 10,000 in 1957 to 100,000 in 1976, according to Dr Farmer. He says that he is not against the use of

Patient communication and the pharmacist

The United Kingdom Clinical Pharmacy Association (UKCPA) was officially formed at its first annual meeting on March 21, preceded by a symposium on "The pharmacist as a communicator".

Opening the symposium the chairman, Mr N. W. Blacow (regional pharmaceutical officer, North Western Region), highlighted the growing and changing nature of the pharmacist's contribution to patient care.

Communication skills were prominent amongst the new skills needing further development.

Dr David Zigmond (Hammersmith), a psychotherapist with an interest in clinical medicine, spoke about "Communicating with patients". He criticised the traditional medical training which tends to assume that all conditions can be accurately diagnosed and treated. The clinician was the active partner in the relationship, he said, while the patient remained passive.

Placebo effect

Of course placebo effect was well established and even when those prescriptions making poor pharmacological sense were discontinued some patients did become genuinely ill. This indicated that belief in the drug as a "talisman" was beneficial to the well-being of some patients. The clinician's doggedly rational approach to the patient's problem may often conflict with the patient's perception of the doctor as someone with almost magical powers.

Dr Zigmond went on to illustrate how these conflicting attitudes could hinder good doctor-patient communication, by resolving some simple examples of doctor-patient dialogue into the respective personality level operative at the time (adult, parent or child according to simple psychological definitions). An understanding of how individuals could transfer between these personality levels could help clinicians and other health workers to communicate much more effectively.

Counselling of patients by pharmacists demanded similar skill, watching and listening to patients in

order to understand their feelings. These feelings needed to be acknowledged and discussed before one could hope to hand any factual information over successfully.

Professor R. A. Fox (professor of geriatric medicine, Salford) gave an overview of modern geriatric medicine and specified areas needing development by pharmacists. The elderly were a growing problem and the aim of the geriatrician was to "add life to years" by attention to the most common problems of immobility, mental confusion and incontinence.

Professor Fox stressed the chronic problems of overprescribing and adverse reactions amongst the elderly. These were made even worse by inappropriate containers (especially child-resistant ones), poor labelling as well as forgetfulness and lack of understanding on the part of the patient.

Unnecessarily complex drug therapy inevitably led to non-compliance. Professor Fox said that positive contributions by pharmacists were welcomed by the geriatrician, who was well adjusted to working in a team, and the way the individual pharmacist communicated with the physician was important in shaping their relationship.

US experience

Professor Wayne Kradjan (associate professor of pharmacy practice, University of Washington, Seattle) took up some of Professor Fox's points whilst describing how he and his colleagues had developed a pharmacy out-patient counselling clinic with the objective of promoting the cost-effective use of drugs in order to reduce unnecessary clinic visits and hospital admissions.

The clinic was run by what would be known as ward pharmacists in the UK, who staffed the clinic on a rotational basis. Most patients were referred by prescribers, others came through a record-screening process or

were follow-up appointments. The pharmacist kept a close medication record, assessed the individual's need and, if necessary, taught patients about their medication. When appropriate the prescriber was consulted.

Professor Kradjan pointed out the need to tailor the counselling to the individual and to test what the patient really understood during the interview. Out-patient clinics offered great opportunities for pharmacists, he said.

The subsequent discussion highlighted that effective communication between pharmacists and patients also demands good communications and relations between pharmacists and prescribers. The applicability of the role of the pharmacist as counsellor was clearly just as valid to general practice pharmacy as to hospital out-patients.

Officers elected

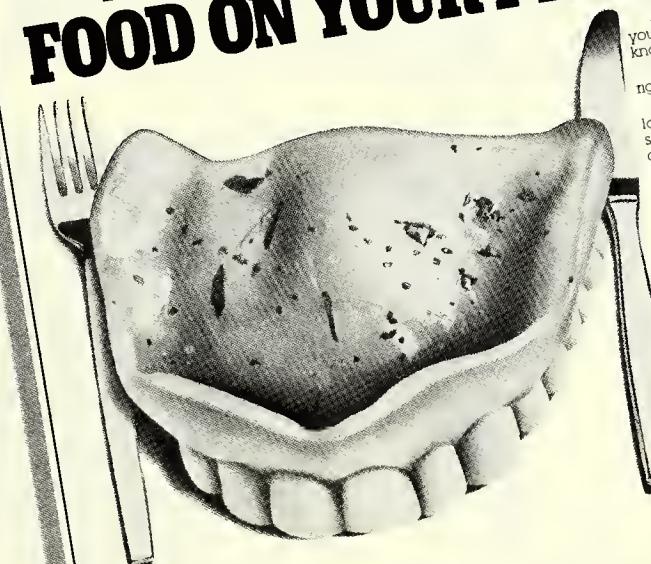
At the annual meeting it was reported that the Association already has members in all branches of pharmacy. Elected to the committee were: — Mr L. A. Goldberg (chairman), area pharmaceutical officer, Ashton-under-Lyne, Manchester; Mr A. M. S. Cullen (secretary), area pharmaceutical officer, Derbyshire; Miss C. M. Clark (membership secretary), staff pharmacist, Manchester; Mr R. Swallow (treasurer), staff pharmacist, Leeds; Mr S. A. Hudson (editor), staff pharmacist, Leicester; Mr F. Prior, principal pharmacist, Edinburgh; Mr M. Spencer, staff pharmacist, Cardiff; Dr J. Harris, senior lecturer, Brighton School of Pharmacy; Mr C. A. M. Chard, industrial scientific affairs manager, Thetford, Norfolk; Dr D. Anderson, district pharmaceutical officer, Hammersmith, London. A representative from general practice will be co-opted to complete the committee.

A newsletter is to be published shortly and a series of workshops and a day symposium have been arranged.

The Association is keen to attract further membership from general practice and details can be obtained from: Christine Clark, Staff Pharmacist, Hope Hospital, Pendleton, Manchester M6 8HD. ■

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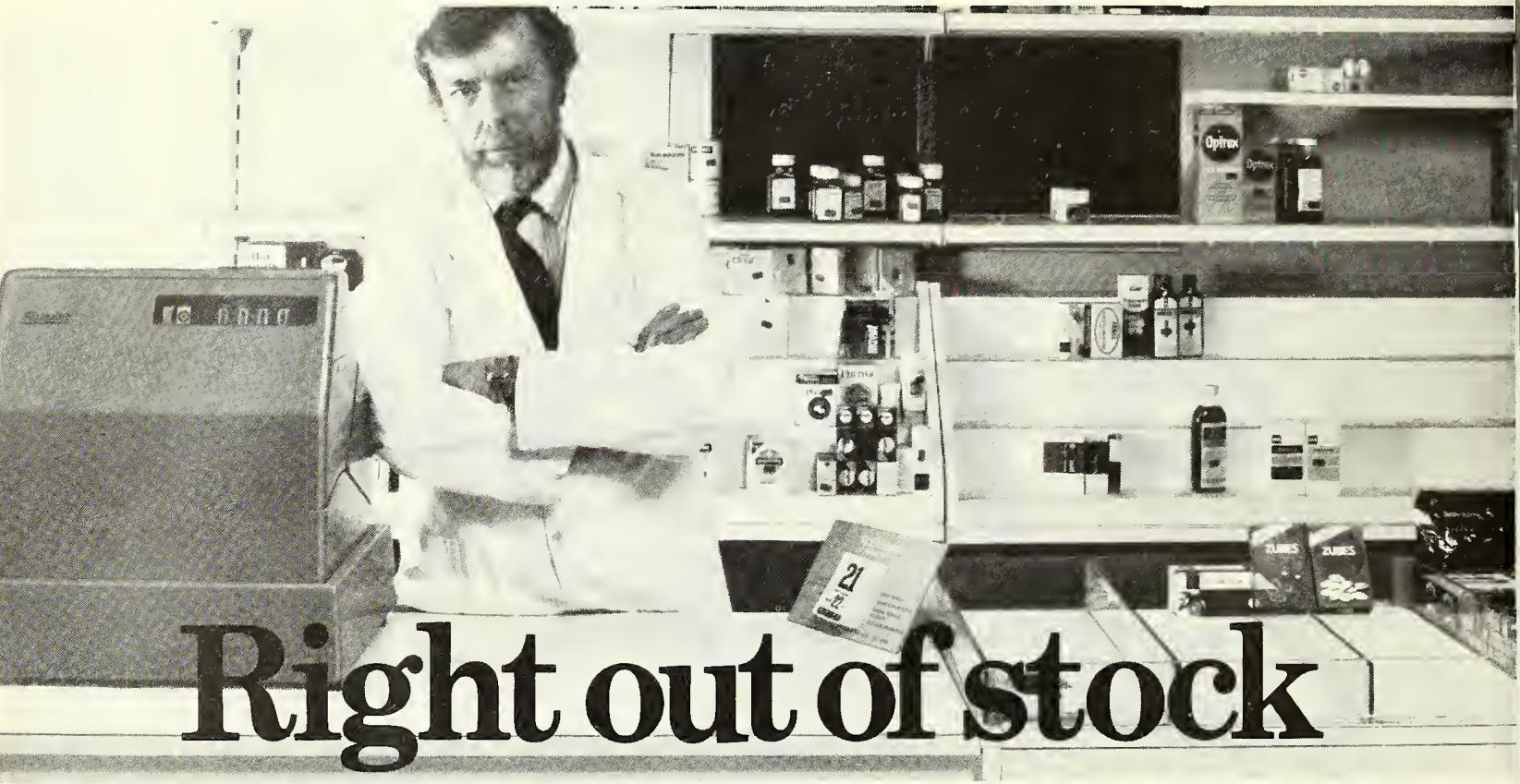
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Fragrance volume and value down

The latest consumer survey of the fragrance market, by marketing consultants Salwesco, estimates that following Christmas 1980, the value of sales was down by some 10 per cent, and volume fell by as much as 18 per cent, against the peak of 1979.

"It was the UK/US sector of the market which suffered," the report says, "while French fragrances continued to gain—not only in UK sales, but also in purchases made duty-free or elsewhere outside the UK."

The leading women's fragrances in use and received as Christmas gifts at the end of 1980 were Lenthalic/Solitaire with 11 per cent; Avon, 10 per cent; Revlon, 8 per cent; and Estee Lauder, 6 per cent. Avon's share, the report says, has collapsed from the 30 per cent held in the late 1960's; at that time, Yardley held second place, but now takes a "negligible" share.

"Sales volume of gifts for women fell by 4-5 per cent, with Lenthalic/Solitaire holding their own with a 14 per cent share, followed by Avon, Revlon, and Lauder, all with under 10 per cent."

The report continues, "On the UK side of total fragrances in use in 1980, Charlie and Tramp—both in their 6th year—showed marked falls, with continued gains by Panache and sustained strength from Tweed to compensate Lenthalic.

"Among 'French' products, outstanding gains were put on by Yves St Laurent, Lancôme, French Quarter and Worth. The leaders in the French sector are YSL, Lancôme, French Quarter and Chanel, with some 5 per cent each (in terms of UK women's 'ownership'), but such houses as Chanel, Dior, Worth and Rochas rely on sales duty-free or abroad for more than two-thirds of British women's purchases of their products." UK fragrance sales the report says are led by Lancôme/French Quarter with over 20 per cent; YSL follows with 12-15 per cent; the remaining houses each take less than 10 per cent. *Fragrance Market, 1980* (£1,295 + VAT) is available from *Salisbury, Westwood & Co, Marketing Consultants, Salwesco House, Bungay, Suffolk*. ■

News in brief

■ "The Spike", a BBC 2 Horizon programme explaining epilepsy, won this year's Medical Journalists Association/Alka-Seltzer Television Awards.

By Xrayser

Stocking up

Another bank holiday over. A brief respite, enjoyed after coping with that lucrative and infuriating pre-holiday panic to stock up with two of everything (OTC) and an extra month's supply of a favourite pill or potion on prescription.

The OTC cash is most welcome, of course—"just what the doctor ordered". But then so are the repeat prescriptions. Nevertheless, I can't help wondering whether the holiday "stock-ups" of long-term script medicines will be taken "as directed" and before the labels yellow. The phenomenon underlines the need for the responsible and cost-effective prescribing being sought after by the Minister of Health, and the long awaited triple prescription form.

"Never look a gift horse in the mouth?" What! Not even when it's showering dubious riches on the dispensary floor?

Got the pip?

Pip. Pip. Pip. Pip. It sounds rather like a latterday Bertram Wooster or the speaking clock. Much too disarming and unpretentious for an acronym—Pharmaceutical interface product (Hic-I mean PIP) code indeed!

However, a working party has pronounced their blessing upon it, and the suitability of the C&D Price List computer code as its basis. I for one applaud the reasoning, and see the necessity of such a code (all pips apart) and like C&D must declare my interest. It is that I am an independent proprietor who values his ability to purchase any product from the supplier of his choice, by whatever means he may decide.

The universal adoption and use of the EAN code with the associated hard- and soft-ware, will have that facility. But until then (and even after), the availability of a common PIP code for pharmacy will serve my interests best. And ultimately, I suspect, those of all pharmaceutical wholesalers as well.

Soft soap

Are Beechams giving the old "soft soap" treatment to chemists? Their new Silvikrin Supersoap, detailed

in C&D last week, is to be rolled out in the deep south of England and Wales and should go national in the summer.

Beechams estimate that one-third of Supersoap sales will be through chemist outlets, and with a 20 per cent trade margin obviously feel that they are doing the pharmacist a favour. Let's hope so. My soap sales are not exactly bubbling over. Bars of soap are in fact caked onto their gondola display and leave if not exactly a scum on my linear footage, then certainly a tide mark on my bank statement.

Founders

The Society's exultation over the rush of pharmacists waving a fistful of sterling, their deposits for the right to be founder members of the College of Pharmacy Practice, are not shared by pharmacists of the future.

The students of the British Pharmaceutical Students Association conference object "to the 'sale' of founder membership of that college", apparently feeling that a foundation based on an initial membership whose one qualification is to have £400 surplus to requirements over the next four years, must be suspect.

I do not dispute college applicants have the ultimate good of the profession and the college at heart. Doubtless some eminent, committed and capable practitioners have applied. But in the eyes of our fellow health professionals, will a means test be seen as a sure foundation for a college with such high and laudable motives and ideals?

For a profession peculiarly conscious of lacking a certain respectability (tainted by commerce?) such a means will not so readily achieve the ends desired by the college. Honorary degrees are one thing—pecuniary honours another. Now where's my cheque book? ■

Registration certificate changes criticised

Strong objection to two Council decisions was shown by the British Pharmaceutical Students Association at their annual conference, held last week in Edinburgh.

Two executive motions were proposed, one stating that the conference did not accept the format of the new registration certificate or the arguments for its introduction and a second "abhorring" the Pharmaceutical Society's decision to charge a full year's subscription on registration and again in the following January. Sara Williamson proposed both these motions and felt that both decisions had been taken by the Society without enough consultation.

Speaking about the registration fee, she said that previously, students were only charged half the annual retention fee if they registered after June, as most people did. Now, however, everyone would have to pay the full years retention fee no matter when they first registered. She had written to the Society and they had replied that the administrative costs for the initial registration substantially exceeded those associated with the payment of the annual retention fee.

Miss Williamson said they had not given any breakdown of costs and she wondered why it cost so much to register. There were no speakers against the motion and the speakers for felt that to charge so much would cause ill-feeling towards the Society at the start of the pharmacist's career.

'A bit tatty'

In proposing the motion about the registration certificate, Miss Williamson said that although she had not seen a copy she understood that they were of A4 size, in the form of a computer print-out, carried the Society's coat of arms and a red seal and looked "a bit tatty" according to those who had seen them. Once again she had written to the Society and they had replied that in addition to reducing the cost the new certificate design would help to prevent forgeries and photocopies.

However, Miss Williamson said she had been told that putting the

red seal on the old-style certificates would prevent forgeries. As the certificate had to be displayed in all retail pharmacies she felt it was a shame to replace it with such an inferior edition. There had been very little publicity about the new certificate and she felt the students should object to the underhand way in which it had been introduced as they were the people who would have to receive it.

Other speakers agreed that as the certificate had to be displayed it should not be replaced with such an inferior version. Both motions were eventually carried—the certificate one unanimously and the registration fee objection by a very large majority.

Cigarette sales

Strong criticism of pharmacies selling cigarettes was voiced by the students in an executive motion worded: "Conference is disgusted by the sale of cigarettes in some pharmacies and would welcome the removal of such establishments from the registered premises list". This was proposed by Stephen Smith, Western area co-ordinator and a student at Leicester school of pharmacy. Listing the dangers of smoking he said that such a harmful habit should not be associated with places providing a professional pharmaceutical service.

People went to pharmacies for health advice, he continued, and if they saw cigarettes being sold they would assume that smoking had the pharmacist's approval and was not damaging to health. To argue that because cigarettes were dangerous pharmacists should be in charge of their sale was specious. If pharmacy was to advance professionally and its practitioners not seen as glorified shopkeepers then cigarettes should not be sold.

Although many delegates agreed with the spirit of the motion they felt the wording was unduly strong and John White, a student at Chelsea school of pharmacy, proposed that it should be amended to "Conference is disgusted by the sale of cigarettes in some pharmacies and would urge the Pharmaceutical Society of Great

Britain to include a strong recommendation to end this practice in a statement of good professional conduct." Stephen Smith accepted the amendment and although one speaker argued that the original motion was better as pharmacies that sold tobacco were a stain on the profession, and another said that many pharmacies sold alcohol which was as evil a drug as tobacco, the amended motion was carried.

A concern with raising standards in pharmacy was also expressed in a private motion stating that all dispensed medicine labels should be typewritten. Proposing the motion, Mark Campbell, a student at Heriot-Watt school of pharmacy, said that having typewritten labels was an ideal way to raise standards. Such labels were clearer and more information could be included on them. The only disadvantage was the cost of the typewriter.

Stephen Smith said that a typewriter label gave a more clean, precise, even scientific look to a bottle. He believed that all the relevant information should be on one label as far as possible and said this was very difficult to achieve with written labels. While agreeing with the spirit of the motion, Sara



Marie Noblet, new BPSA president, comes from a family well-versed in pharmacy. Her father was a proprietor pharmacist in Preston and she has a brother, a sister and a sister-in-law who are all pharmacists. Marie was born in Preston, where she completed her schooling, before entering the London School of Pharmacy. She is presently undergoing her pre-registration training at hospitals in the Oxford Regional Health Authority and, after registration, intends to work as a locum and fulfil her BPSA commitments before deciding on a final career.

Williamson, IPSF liaison secretary, thought it was impractical to demand that all dispensed labels should be typewritten. Would the pharmacist have to close his premises if the typewriter broke down? She also thought there were cases where written labels would be more appropriate and it should therefore be left to the pharmacists discretion.

Alan Berrie, BPSA secretary, thought that it could pose problems for pharmacists with small dispensaries as typewriters took up a lot of space. However, Marie Noblet, BPSA public relations officer, supported the motion and said while working in a hospital pharmacy patients often commented favourably to her on the typewritten labels. Another speaker argued that before criticising doctors for bad writing on prescriptions pharmacists should first improve their own standards and type their labels. The motion was then carried.

The students' knowledge and approval of recent innovations in pharmacy practice were shown by two executive motions calling for accelerated introduction of the triple prescription form and further public information about the proper use of child-resistant containers combined with general counselling on the safety of medicines. These were both carried—the former by a very large majority.

Doctor dispensing

Disapproval of doctor dispensing was shown when the delegates passed a motion stating that it was not in the patient's interest for doctors to dispense. Sue Sheppard, Pennine area co-ordinator, proposed the motion and said that although she understood that there was no alternative to doctor dispensing in some rural areas, she felt conference should still record its disapproval.

The pharmacist was a valuable back-up as doctors were not infallible in their prescribing and the pharmacist also provided much information to the patient. Stephen Smith seconded the motion, saying that dispensing was often done by the receptionist who was not checked by the doctor. He felt that if doctors were not checked for accuracy they should not dispense at all and that rural medical practices should not have to rely on the income from dispensing in order to survive—they should receive a basic practice allowance instead.

Most delegates seemed to agree with these arguments although one speaker said that the number of dispensing doctors was not increasing and that their dispensers formed a



The new BPSA executive are, from left to right: (back row) Harif Seedat, Pennine area co-ordinator; Anne Skipper, treasurer; Jimmy Latona, Tartan area co-ordinator, and Dave Albert, sports officer; (front row) Stephen Smith, public relations officer; Katrina Skeer, general secretary; Marie Noblet, president, and Sue Sheppard, IPSF liaison secretary.

check on their prescribing.

Much debate was generated by a motion proposing that all drug addicts' prescriptions should be dispensed from hospital out-patient departments. Stephen Smith said the majority of burglaries of Controlled Drugs from pharmacies seemed to be committed by addicts or their friends, who knew that the drugs were kept in stock by the pharmacy. He was not advocating that all Controlled Drugs should be dispensed from hospitals or that pharmacies should not stock them—dispensing narcotic analgesics for people in severe pain was a different matter.

James Allen, BPSA president, also thought that burglaries were likely to be committed by addicts who realised the pharmacy kept Controlled Drugs. More importantly, the pharmacist and staff could be threatened, he said, and mentioned the recent death of a policeman outside a London pharmacy saying it could have been the pharmacist who was killed. Pharmacists were not remunerated for the cost of security devices such as burglar alarms, he added.

Although several students agreed with the motion and thought the danger to pharmacists and staff was too great, there were strong feelings against it. Jerome Nelson, a pre-registration student, said that addicts were sick people as much as anyone else and that pharmacists should therefore provide services for them. Two speakers pointed out that it would be very inconvenient for the addicts who might then resort to obtaining drugs illegally again. Another speaker said he thought the main object in treating addicts

was to get them back to a "normal" routine—this could not be achieved if they were forced to go to a hospital every day. The motion was eventually defeated.

Motion for the BRM

The delegates passed by a huge majority a motion which will now be presented at the Branch Representatives' Meeting. It reads: "Conference believes that the grant made to pharmacists employing a pre-registration graduate should be increased to cover the extra expenses which will accompany the introduction of the new format for the pre-registration year."

James Allen proposed the motion and said that the BPSA executive was completely supporting the introduction of the new format. They thought, however, that the extra expenses required to purchase items such as textbooks might discourage some pharmacists, especially those with smaller businesses, from taking on pre-registration students. Increasing the grant would prevent any fall-off in pre-registration retail places.

Motions calling for the following were also passed by conference:

- Information to students from the Pharmaceutical Services Negotiating Committee about NHS remuneration, etc.
- Registration allowable from the age of 18.
- Introduction of a scheme to finance students attending the British Pharmaceutical Conference.
- More responsibility from the media in writing about drug side-effects.

Continued overleaf

- A more clinically orientated undergraduate course.
- A PSGB representative at future BPSA conferences.
- Disagreement with the "sale" of founder membership of the College of Pharmacy Practice (see *C&D* last week, p724).

In his closing speech, James Allen said many of the problems pharmacy students and the profession as a whole faced were not caused by external factors but by their own apathy and ignorance. In the future, pharmacists must be properly educated about all areas of their profession to break down the barriers between them. They should be aware of their position in the health care team and develop a closer liaison with medical practitioners.

It was incredible that the PSGB and other organisations did not make more use of the undergraduate course to give this professional education, he continued. For three or four years every potential pharmacist was easily available and it would be far easier to catch pharmacists when they were all in one place rather than wait until they were dispersed all over the country. He did not believe that pharmacists could claim to be properly trained until they had been educated in professional and ethical matters and was convinced that this was the way the profession should be looking.

Finally Mr Allen asked every BPSA member to study professional matters carefully and urged the BPSA to press for a greater say in such matters.

Future of pharmacy

The theme of the conference forum was "The future of pharmacy" with speakers from retail, hospital and industry. Mr James Bannerman, a general practice pharmacist and former president of the PSGB, opened the forum by saying that whenever the future of pharmacy was discussed, it was general practice pharmacy that was looked to since over 70 per cent of pharmacists were employed there. However, he predicted that general practice pharmacy was not going to change greatly—there would be changes within the present structure but the structure itself would be retained.

Many people will say that pharmacies in the rest of Europe were more professional, he continued, but, in fact, the way medicines were dispensed and supervised was not more professional than in the UK and was sometimes less so. It was the ethos of pharmacy that was

more professional. He quoted from a newspaper article in which Australian pharmacists were selling barbecued chickens and pointed out that in the same country patient medication records were standard practice. High-grade, mixed economy pharmacies are the future, he commented.

Maintaining good standards was more demanding in retail pharmacy than in any other branch and those entering it must accept the statement of professional conduct. Mr Bannerman also mentioned the working party, of which he was a member, and the booklet they had produced entitled "The guide to professional practice activities". This was another effort to improve the standards.

There would be more and more elitism in pharmacy throughout the 1980s, he said, pointing out that the College of Pharmacy Practice was already underway. Pharmacy had to study ways of improving practice otherwise it would not keep up with the rate of change demanded by society. Turning to clinical pharmacy Mr Bannerman said he believed that in the classical sense it was practised only in general practice pharmacy as it was only there that the pharmacist determined what medicine the patient took.

Effective counter-prescribing could only be achieved through having confidence within oneself and experience in communication. For the first time there was an agreement with the British Medical Association that the treatment of minor illnesses should be taught in schools of pharmacy. It was essential, Mr Bannerman thought, that it was taught properly by experienced practitioners. In conclusion he saw three main points for the future of general practice pharmacy—improved standards of practice and premises, elitism within the profession, and the general practice pharmacist becoming more patient-orientated as this was his *raison d'être*.

Mr Robert Timson, area pharmacist, based at Kings Mill Hospital, Sutton-in-Ashfield, Nottingham, and president of the Guild of Hospital Pharmacists, talked about the position of hospital pharmacy. Stressing that much of what he said would be personal thoughts and not necessarily Guild policy, he said the next ten years would be a time of consolidation rather than innovation.

The NHS administrative re-organisation in 1982 could mean that pharmacy would have to defend

its position and its administrative posts. The area pharmaceutical officers would probably become district pharmaceutical officers in the new health authorities. Moving on to future developments he said that computers would have a considerable impact especially in stock control.

Clinical pharmacy could be defined as the impact that a pharmacist can make at the time a prescription is written, Mr Timson said, and warned against pharmacists slipping into a pseudo-medical role. Pharmacists had a specific qualification and they should guard it jealously. Hospital pharmacies should provide a 24-hour service and the trend towards resident pharmacists must develop across the country.

Undergraduate education was in need of more practising pharmacists as teachers, he thought, and there should also be more practice-based further qualifications. He ended on an optimistic note saying the future of hospital pharmacy was bright and there was a need for pharmacists with drive and enthusiasm.

Proud of industry

Mr Bernard Hardisty, the managing director of Winpharm and a member of Council, spoke about the pharmaceutical industry. As a student he held an unfavourable view of commerce, typical of many students, but was now rather proud to be involved with an industry which had done so much to alleviate suffering and disease and which made such a positive contribution to the balance of payments.

In industry, pharmacists were not paid solely for holding their pharmaceutical qualification, although he believed it could aid their progress and that pharmacy was the perfect discipline for industry. There was a wide range of jobs and pharmacists should be prepared to look at changing roles.

Mr Hardisty also believed that the future of pharmacy would be led by general practice. There would be a revolution in counter-prescribing, he predicted, with an increasing number of OTC medicines available. Generally, medicines would become increasingly polarised with extremely potent, specific drugs mainly for hospital use and more drugs for counter-prescribing.

Eighty-nine students were present at the 39th BPSA annual conference at Heriot-Watt University, Edinburgh, and 11 schools of pharmacy were represented. The 1982 conference will be held at Leicester. ■

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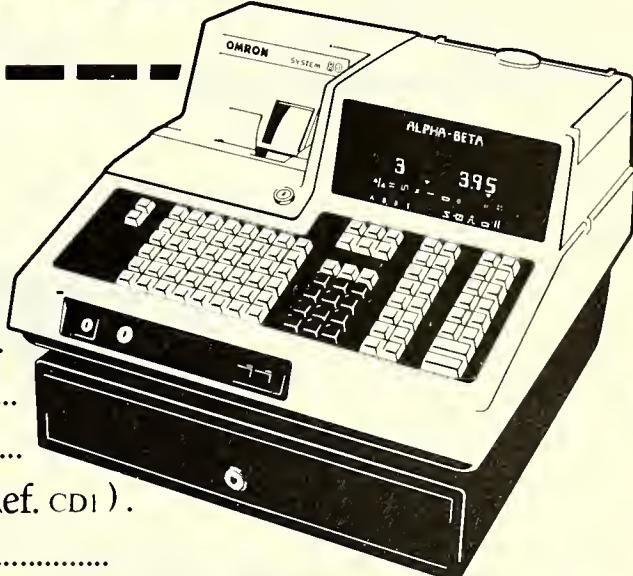
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Gibbs launch men's version of Sure

Elida Gibbs are to introduce a new Sure product, Sure for men. In a market worth £61m (estimated 1981 figure at RSP) the company believes there is no existing brand specifically for male everyday use. "The sizeable and neglected gap between the general purpose family brands such as Right Guard and the special occasion brands linked to after shave ranges, is one that Sure For Men has been deliberately designed to fill."

Male usership of anti-perspirant deodorants they say is on the increase—in 1980 69 per cent of all men used a deodorant compared to 63 per cent in 1977, and in the same year 40 per cent of volume consumption was by male users.

Gibbs describe Sure for men as an "effective, no-nonsense, anti-perspirant deodorant for everyday use" which will "capitalise on the well established Sure reputation for efficacy." The new product, they say, is completely non-stain.

To support the launch, a £3m television campaign will run nationally



from June 29 to the end of July.

Packaging is described as black, glossy and masculine, featuring white graphics and the Sure tick in bright red. Market statistics say Gibbs indicate that 90 per cent of purchases made by men are aerosol so two aerosol sizes will be available. (107ml, £1.07 and 143ml, £1.29). *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.* ■

—may be followed by acute deterioration in the patient's condition
Contra-indications, precautions, etc
As for other metoprolol preparations
Packs Calendar packs of 28 as two foils of 14 tablets (£7.20 trade)
Supply restrictions Prescription only
Issued April 27, 1981. ■

PRESCRIPTION SPECIALTIES

Lopresor SR tablets

Manufacturer Geigy Pharmaceuticals, Horsham, West Sussex

Description Pale yellow, round, film-coated tablet imprinted "Geigy" one side and "CDC" on other, containing metoprolol tartrate 200mg in sustained release formulation

Indications Hypertension and angina pectoris

Dosage Hypertension—initially one in the morning. Most patients respond satisfactorily within 14 days to one or two tablets once daily. Further antihypertensive effect may be achieved by addition of a diuretic such as chlorthalidone or a vasodilator such as hydrallazine. Angina—initially one daily, increasing to two tablets once daily if necessary. Must be withdrawn gradually, ie over 8-10 days, because abrupt withdrawal—particularly in ischaemic heart disease

S&N discount

From April 27, Smith & Nephew Pharmaceuticals Ltd will be changing their wholesale discount terms from 15 per cent to 12½ per cent on all ethical pharmaceutical products except Narphen, which remains at 15 per cent discount. *Smith & Nephew Pharmaceuticals Ltd, Bessemer Road, Welwyn Garden City, Herts.* ■

Pularin transfer

From May 1, the marketing of the Pularin range and the Pularin-Ca range will be transferred to *Evans Medical Ltd, 891 Greenford Road, Greenford, Middlesex UB6 0HE.* ■

Christy take over Quickies sales

Thomas Christy are taking over the distribution of Quickies and from May 1 will be the sole distributor in Great Britain (Fassett & Johnson will continue to distribute in Northern Ireland).

Prices and packs are unchanged but they have introduced a pre-packed merchandising unit containing 12 units of the 17g and 30g face cleansing pads and 1 unit each of the 12g eye make-up and nail varnish remover pads.

Thomas Christy Ltd, North Lane, Aldershot, Hants. ■

Airflow additions

Three new styles of hot water bottles have been introduced to the existing range of Airflow bottles: a striped design in soft fur fabric, available in red, yellow or blue; a cuddly fur



fabric teddy bear cover; and a lace-edged cotton quilted design in floral patterns which is sold in a gift presentation box.

The acrylic covered range has also been extended to include a wider choice of colours and patterns.

All Airflow hot water bottles says the company are available at less than 1980 prices because the range can now be purchased direct from the manufacturer. There is no minimum order quantity, they say, although discounts are offered on bulk orders. *Airflow Hot Water Bottles, Cow Industrial Polymers, Streatham Common, London SW16 3PZ.* ■

Wet Ones on TV

Sterling Health will be advertising Wet Ones on television again this year with the first burst breaking on May 11, for three weeks. *Sterling Health, St Marks Hill, Surbiton, Surrey KT6 4PH.* ■

'Youthful' Fenjal variant

Fenjal creme bath is being extended by Beecham Scott & Bowne with the addition of a new "youth-orientated fragrance" variant known as Romana.

The company claims a spectacular success with Fenjal, saying it is the second biggest range of the UK's luxury bath segment and the biggest

selling bath brand in the world. During the 1980 gift season it was advertised nationally on television for the first time and the results were dramatic they say, with sales increased by 40 per cent over the previous year.

Until now, women over the age of 30 years have been the biggest users of Fenjal and the low use among younger women has been due to the lack of a suitably youthful perfume, Beecham say. To redress the balance they have evolved Romana with a summer evening perfume which has



particularly strong youth-appeal. Prices will be as for the current Fenjal structure (42ml £1.49; 98ml £2.99). However during the introductory period the 42ml size will be available at £0.99.

Plans for a Fenjal television advertising campaign will be announced in due course. *Beecham Scott & Bowne, Beecham House, Great West Road, Brentford, Middx TW8 9BD.* ■

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Unichem May offers

Unichem members who order in the moneymakers promotion from May 5-29 will receive a window poster showing a selection of the products on offer, price cards and shelf barkers.

Products on offer are Alberto Balsam shampoo and conditioner, All Clear shampoo, Delrosa, Feminax, Macleans toothpaste, Milk of Magnesia, Paddi Cosifits, Pearl Drops, Radox salts, Savlon liquid, Sensodyne toothpaste, Tampets, Unichem nail polish remover and Wet Ones for Baby.

Twenty-seven product lines will be available at bargain prices in the members' bargains promotion from May 14-29. Bargains are Airbal, Brut 33, Creme Silk, Cuticura soap and cool wipes, Diocalm, Duracell batteries, Dentinox gel and child's toothpaste, Euthymol toothpaste, Handy Andies, Ipso, Johnson's dental floss, Kotex Sylphs, Nair with baby oil, Palmolive shave cream and rapid shave, Soft & Gentle, Silvikrin hairspray, Suleo shampoo, Scholls footsprays, rough skin remover, Zino corn and soft corn, Unichem sweets, Vapona, and Yeast-Vite. *Unichem Ltd, Crown House, Morden, Surrey.* ■

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8.30 am — 1.30 pm
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**AIRWICK
STICK UP**

TWIN PACK x 12
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E & O E

Odour-free mussel extract launched by English Grains

A new New Zealand green-lipped mussel extract, claimed to have "eliminated the foul smell which has previously restricted sales of this extract," is being launched next month (May 1) by English Grains Ltd.

Seatex tablets are sugar-coated in green and come in press-through aluminium foil sheets in a pack of 144 tablets for a 24-day course (£5.25). Recommended intake is two tablets with meals three times a day, the tablets may be swallowed or chewed.

The dark and light green pack features an illustration of a map of New Zealand and of mussels and there is supporting point-of-sale material including shelf talkers and mobiles. Special launch promotions are available.

Of earlier mussel preparations, Mr Ray Hamilton Cooper, managing director of English Grains, says: "One had to have a very strong stomach or a lack of smell to swallow them. We



believe Seatex will immediately enlarge the market because so many more people will be able to take it. We expect Seatex to take a major share of what is already a multi-million pound market." *English Grains Ltd, Swains Park, Park Road, Overseal, Burton-on-Trent.*

Solaire will be on offer "at extremely competitive prices."

Intermediate items on promotion include Handy Andies, Kleenex Boutique tissues, Four Seasons Milupa infant foods, Robinsons barley waters and fruit drinks, Kleenex family toilet tissue and Chekwate.

Optional extras include Yeast-Vite, Phyllosan, Iron Jelloids, Diocalm, Germolene footspray, All Fresh, Aspro Clear, Aqua-Ban, Rinstead pastilles and gel, Optrex lotion and drops and Clearine drops. All of the main line Superbuys on promotion will be advertised in the national and regional Press, women's magazines and on Ulster television. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

Eyes brown with Super Sunnies

Olive Chemist Sundries are to market Super Sunnies goggles (£1.49) which they say are safe for use under ultra-violet lamps and do not leave white rings around the eyes. Also available are Sunnies goggles (£0.49) which are simple protection rather than goggles. The goggles are available in assorted colours. *Olive (Chemist Sundries) Ltd, Olive House, 70 Orpington Road, London N21 3PN.*

Numark's phase two super shopper

The second part of Numark's super shopper competition will run in-store from May 11-23, in which the winner will get a Sony 22" Trinitron colour television.

Superbuys on promotion during this period include Supersoft hairspray, Kotex Simplicity, Pin up home perm, Sure, Bristow shampoo, Paddi Cosifits, Slalom swivel head disposable razors, Colgate Dental Cream, Dr Whites, Vespré, and Vosene.

The complete range of Ambre

Femfresh briefs

Femfresh are currently promoting the 120g spray deodorant and 12s and 20s tissues. With two proofs of purchase from marked packs the consumer can send for a free pair of white bikini briefs. The "special" packs will bear the Femfresh "petal" which features on all of the POS promotional material. *Crookes Products Ltd, 1 Thane Road West, Nottingham NG2 3AA.*

Make-up remover pads from Klorane

Concept Pharmaceuticals have introduced Klorane eye make-up remover pads to complement their wild cornflower eye make-up remover lotion. The pads, which are packed in dark blue glass jars of 50 (£2.25) are soaked in the wild cornflower lotion. A special pre-pack display unit containing six lotions and six pads is available. *Concept Pharmaceuticals Ltd, Russell House, 59 High Street, Rickmansworth WD3 1EZ.*

Morgan repack

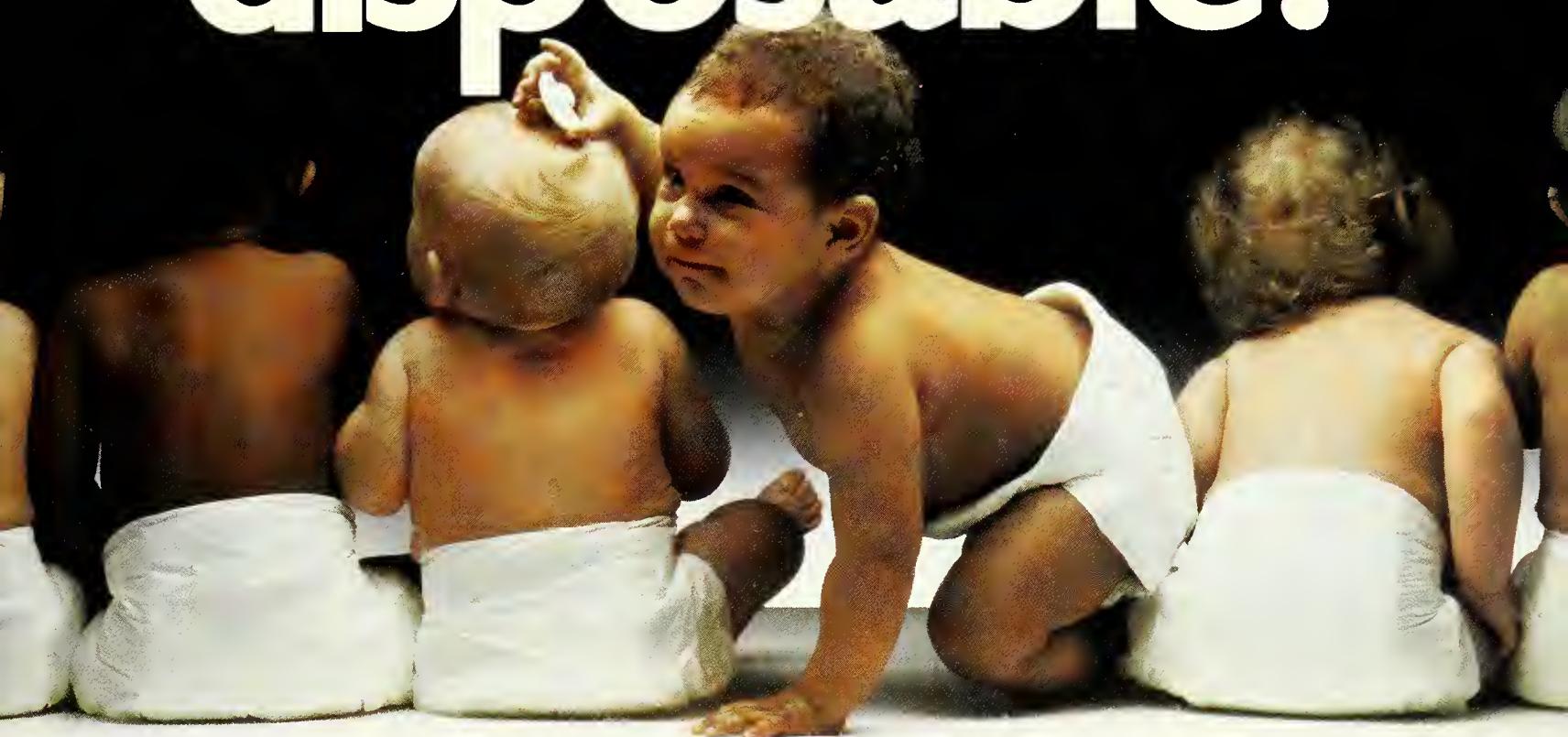
Morgan's Pomade have repacked their liquid hair colour restorer into open fronted cartons featuring "coloured bands". This is in keeping with the re-packaging of their "standard" and "perfumed" pomade hair dye preparations last year. The liquid hair colour restorer is available in 125ml bottles only. *Morgan's Pomade Co Ltd, Colewood Road Industrial Estate, Whitstable, Kent.*

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Bisodol:	Ln, M, Lc, WW, So
Colgate Dental Cream:	All areas
Compound W:	M, Y, NE
Germolene ointment:	All except A, B, E
Gillette GII:	All areas
Heinz baby foods:	All except U, We, E, CI
Immac:	Ln, Lc, Y, NE, So, Wc
Oil of Ulay:	All except E
Paddi Cosifits:	All areas
Palmolive soap:	Ln, M, Lc, Y, Sc, WW, NE, G
Philishave:	All areas
Raintree:	Y
Rave soft hairspray:	All except U
Scholl Air-pillo insoles:	Lc, Y, Sc, NE, A, U, B
Sweetex:	All areas
Topex:	Ln

We snuggle more bottoms than any other disposable!



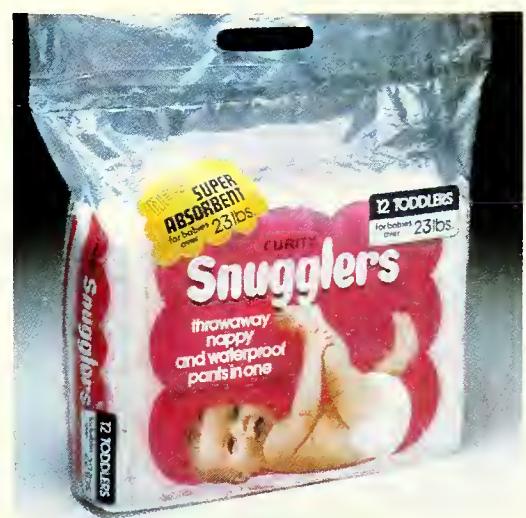
Snugglers are Britain's biggest selling disposable nappies with more than twice the brand share of any other disposable. Naturally we give them twice the support.

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- * Promotions and Comprehensive Sampling.

Make sure you're well stocked up on the whole Snugglers' range.

Snugglers^{CURITY}

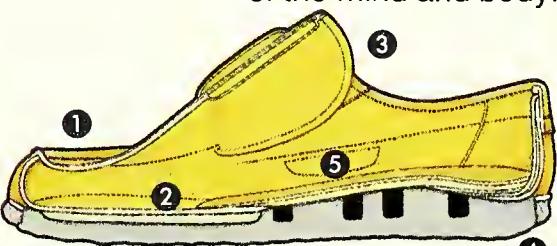


Britain's number one disposable nappy.

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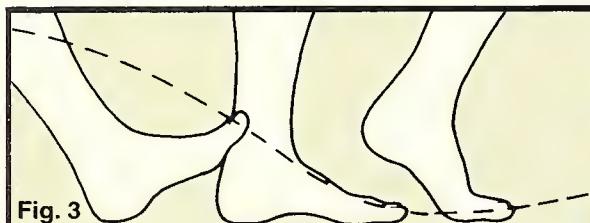
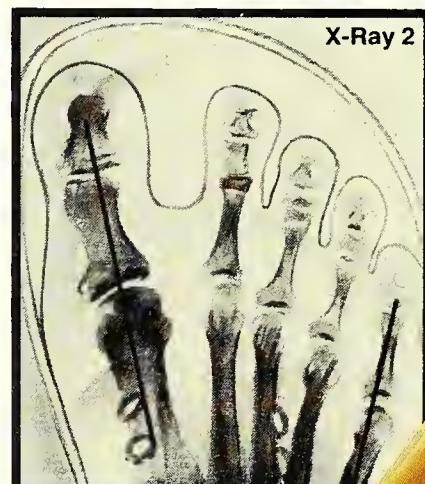
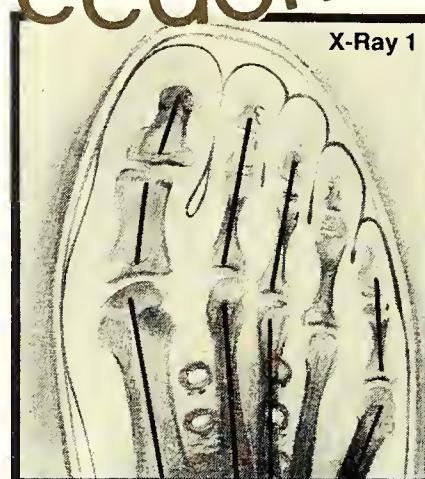


Fig. 3
There are four flexures in the action of walking ...

The raised flexure. The grip flexure. The thrust and launch flexure.

Model 350 Rustic
(illustrated right in Tan)
Also available in:



This valuable research has enabled **Jacoform** to construct a Unisex shoe which, for the very first time, takes into account the natural flexures of the feet (see Fig. 3 below) in everyday life – walking, standing for long periods, at work or at leisure (X-Ray 2).

Now is your chance to experience 'Freedom for Your Feet' – simply measure your foot, refer to the table below and fill in the coupon. And remember, your comfort is guaranteed!

► X-rays prove! Above left you will see how your feet are likely to be restricted in ordinary shoes. Below, how with **Jacoform**, your toes are completely free for healthy and natural movement.

Size in mm.	Size	Model 350	Model 420
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Fully lined in natural
lamb's wool
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Dark Brown



► Model 350 Rustic (above) in Navy with White Sole

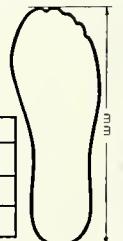
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MODEL	NO PRS	SIZE IN MM	COLOUR	PRICE



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Signature	Date
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Payable to Jacoform (UK) Ltd	
Please debit my Barclay/Access card number	



□ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □

Up-market trend seen in 1980

Graham Walker, proprietor pharmacist from Spalding, Lincolnshire, presents his annual review of the cosmetics and perfumery houses' performance viewed from his agency-dominated, country town-centre business.

Well, we've survived 1980 in spite of the recession! This review reflects only my *personal* experiences, but I have been fortunate during the year to have had access to market information which I hope will add some sense to what I am writing.

First, before looking at individual companies, let us have a look at trends. As far as I can see, the most noticeable trend has been that the bottom end of the market has diminished almost to the point of extinction (strange time for Max Factor to buy Miners and Outdoor Girl?) One can probably explain this change by assuming that the customer who previously bought budget brands now cannot afford to buy any cosmetics at all!

The lower middle market (Max Factor, Yardley, Charlie, etc) seems to have taken something of a hammering, but how much of this is due to bad marketing it is difficult to estimate.

The upper middle ranges (Arden, Lancôme, Revlon, etc) seem to have continued to turn over at a satisfactory rate, possibly indicating that the middle classes have not been as affected by the recession as have lower income groups.

Unexpected

The surprise in 1980 has been the relative buoyancy of the top end of the market (Estee Lauder, Ritz, Clinique) and the generally disappointing performance of the French fragrance companies.

The fact that the majority of cosmetic and fragrance companies operating in the UK market are subsidiaries of multinationals has contributed considerably to the distortion of brand shares during 1980. In order to achieve the "bottom line" profit demanded by New York, Hollywood, Paris, etc, the UK top management have had, in the light of falling unit sales, to cut their budgets

savagely. Two major targets rapidly emerge—representatives and advertising.

At the opposite extreme, Estee Lauder seem to have had an excellent 1980, but they have not only improved the service from sales management but have expanded the marketing budget for the second half of 1980 and actually put one of their products (Cinnabar) on television.

On the other side of the coin,



Prince Matchabelli, seem to have cut back the advertising expenditure on Cachet, Aviance and Aziza and sales have suffered accordingly.

I could go on and give many other examples but we seem to have reached the stage where some brands are going to demand the level of advertising we are used to seeing on toiletries if they are to survive (and there are some famous names whose future looks doubtful).

But as a general principle, I think we should now withdraw our support (and money) from those companies who are not prepared to back their products with their own money, and if the promised advertising support does not materialise then we must write to the Office of Fair Trading. I have the distinct impression that much of the advertising we were promised this Christmas was given the chop by the multinationals.

Anyway, enough of my diversions, let us take a look at the companies we

Continued on p792



WHEN NEW ROMANA
TO POUR, YOU'LL GET



With the launch of Romana, the demand for Fenjal creme bath is now going to be greater than ever.

Romana's unique summer evening fragrance *we know* will appeal to a lot wider and more especially, a younger market than ever before.

To encourage those younger women to try new Romana, we're offering the smaller 42ml bottle at a special introductory price of only 99p.

So give Romana plenty of shelf-space, because that new summer evening fragrance is going to have you overflowing with younger customers, who'll want a capful in every bath.



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Brands you can bank on.

The failures and successes of a difficult year

deal with broken down into markets, starting from the bottom end.

Budget ranges

Rimmel: In spite of long discussions the "incredible hulk" of the giant turquoise stand still remains. Still with more shades of lipstick than seemingly any company other than Revlon. Four ranges of lipstick is a nonsense in today's market condition. Take a look at your sales per square foot, if they are anything like mine, you'll be horrified. So once again it looks as though reluctantly Rimmel is going to bite the dust as I can see no prospect of significant change in 1981.

Miners and Outdoor Girl: Very difficult to see where they are going now that Max Factor have taken them over. But looks to me like a Boots/Woolworth/BHS operation to me.

Natural Wonder by Revlon: Commonly known to some members of the trade as

"Natural Blunder". This range which seemed to have so much potential looks likely to have proved that the public are not yet ready for blister packs. I find it difficult to recommend that you should stock it, although it's probably worth a try if you feel you have the market for that price range.

Lower middle ranges

Fabergé: Despite attempts to be "nice" to chemists it is difficult to eliminate the taste that earlier policies have left in many of our own mouths. The company certainly tried to be helpful in 1980 but I begin to believe that its relationship with the independent chemist sector may be beyond repair. **Max Factor:** This company seems to be going through a bad patch with too large a proportion of its business dependent on Boots and its sales depending on old faithfuls like Creme Puff, Sheer Genius, Blasé. A new

marketing initiative is now necessary from the Americans who apparently have taken over UK management. Incidentally, was your Max Factor Christmas as disastrous as mine? This is a company which proves the point that policy cannot be allowed to stand still.

Charlie: An interesting part of the Revlon stable. It seems fairly clear that the fragrance is "over the top", but there is probably a lot of mileage left in Charlie cosmetics.

Prince Matchabelli: Suffering a little at the moment, largely due to lack of advertising and over-extended distribution.

Vichy: Chemist only, worth supporting, particularly now it is available in threes from most wholesalers.

Letheric Morny: The power of the box means you have to stock this range, but I do wish that their credit control letters were a bit more polite. I seem to have found a totally surprising increase in the sales of Just Musk this year.

Shulton: Just about my least favourite company at the moment. Old Spice was the disaster story of Christmas 1980. Mandate was sold to me as a sole

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*Trade mark R81057

POSTSCRIPTS

agency but appeared in the new Boots in November—anyone want some of Sacha Distel's favourite? "Cie" is a product I wish I hadn't seen and even Blue Stratos failed to sell this year. Not a happy story!

Upper middle market

Elizabeth Arden: Going through a period of change at the moment, but not before time! Always one of my favourite brands it has begun to look long in the tooth; even Blue Grass seemed to be glued to the shelves this Christmas. I wish them well because they are amongst the nicest people to deal with. If you can handle Chloe and Lagerfeld they are well worth stocking—super products but well upmarket.

Rubinstein: I sold all my stock off at half price after operating the agency for ten years under great difficulty.

Lancôme: French quarter. A new agency for me and it seems to have got off to a good start. The whole range sells and the promotions are terrific—small packs, in and out within a fortnight. I just wish I could put a bomb under their direct debit system which seems to lead to administrative chaos!

Classic Revlon: This is the direction the company should be moving with its independent accounts. But it needs a new short-line cosmetic range and greater emphasis on the Balmain fragrance ranges. Charlie is best left to the multiples.

Top of the market

Estee Lauder, Aramis and Clinique: These brands continue their relentless march to market domination—and they deserve it, unlike their French competitors!

French fragrance: This is where we all come unstuck; we tie up too much money in stock forced upon us by companies which don't give us any support, are reluctant to take stock back and tend to treat independents as second-class citizens. There are one or two exceptions—Nina Ricci (Shulton Agencies) comes to mind.

I am sure you will appreciate that an article such as this could be expanded, but I have tried to limit it to a few personal recollections and reflections which I hope you may find useful. Happy hunting!

Pharmacist's pack & quantity endorsement	No. of days treatment NB Ensure dose is stated	NP
4 Discopaste Bandages		

Roll of Cotton Wool

"A rock and roll cure for "Saturday Night Fever", suggests a NW London pharmacist.

medication to begin without the delay entailed in waiting for a prescription to be made up".

And stuck in the corner is the dispensing doctor's label—complete with "NP", which seems a bit superfluous when the pack itself proclaims the brand name in 36-point type.

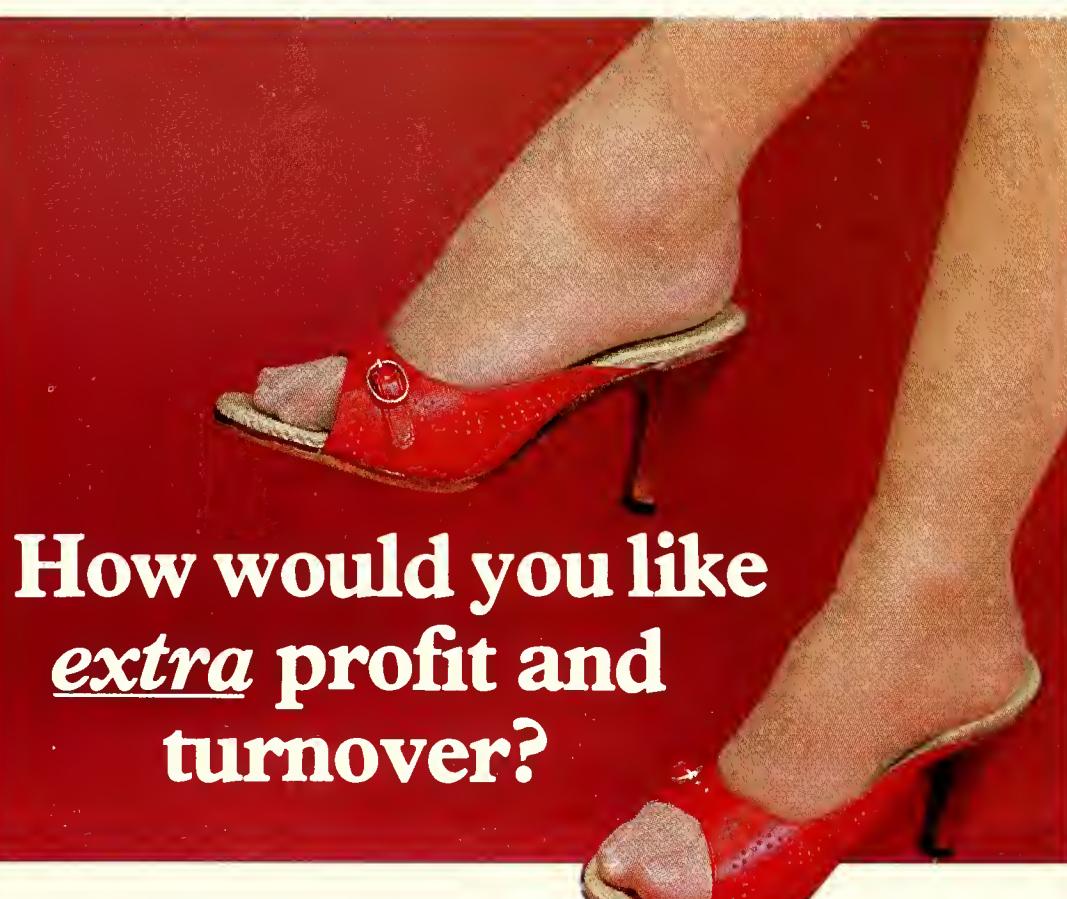
Our subscriber records that the pack was returned, still containing 20 tablets, by a grateful customer. "How," he asks, "do the PSNC or Dr Vaughan discount this?"

The same subscriber submits photocopies of nine prescriptions purporting to carry the same doctor's signature. They are very different. "Would you like to take responsibility for deciding these signatures are genuine?" he asks No, thanks. ■

Money-saver

A subscriber in the West Midlands (who wishes to remain anonymous) has sent to us a pack of Solpadeine as supplied by a dispensing doctor.

Crossed out, but easily legible, is the legend "Physicians' desk sample. Ready-to-use supply. 40 tablets." Not crossed out is a statement that "this pack will enable doctors to hand one foil of four Solpadeine tablets to patients who need them to enable



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Perfumery—‘an ancient art shrouded in mystery’

“The story of perfumery is the history of our civilisation—the origin of perfumery, like that of all ancient arts, is shrouded in mystery”, said Mr E. L. Simco consultant perfumer, Lentheric-Morny, when addressing a joint meeting of the Pharmaceutical Society and the British Society for The History of Pharmacy on February 26.

The title of his talk was “The history of perfumery” and he explained how in early times perfumes were used in the form of unguents. Vases used for their storage, now seen in the British Museum, are thought to date back to the first Egyptian dynasty between 3500 and 5000 BC. By the time recorded history began, perfume was widely accepted. There are Chinese references to the use of flowers, aromatic plants and spices in peasant celebrations from around 1000 BC. The use of musk in China was common in those early years.

Trading between China and the Romans and Greeks during the 1st century AD was considerable. Fragrant woods and perfumes were brought to Rome in large quantities. Cassia, costus root, spikenard, cardamon, cloves, aloe-wood and sandalwood appear in the records. The Egyptians extracted odorous oils from flowers by steeping them in fat, producing unguents not far removed from the later process of enflleurage.

Roman Empire

After the fall of the Roman Empire, Byzantium, later Constantinople, became an important trading centre and as the Byzantium Empire grew, so, in the following centuries, perfumery became a part of everyday life.

Many advances in the treatment of flowers and perfume raw materials are owed to the Arabs. Distillation was used at the beginning of the 10th century. However the 12th century crusaders developed the wider introduction of perfumes to Europe. Manufacturing perfumers were established in France by the end of that century.

Lavender water was one of the first perfumes produced in Europe and is known to have been produced in Germany and France around the late

14th century. About that time “Hungary water”, based on rosemary, appeared.

It was in the 16th century that Italy was famous for production of perfumes. The Leblanc process for manufacturing soda in the 18th century enabled the soap industry to expand and their usage of perfumes is now of considerable commercial importance.

Famous houses

Mr Simco then talked about the establishment of world famous perfume houses. Houbigant were established in 1775 and Atkinson started up in 1799 moving to premises in Old Bond Street in London in 1832. Yardley were founded in 1801 and Guerlain in 1828.

The latter part of the 19th century was an important era for aromatic chemicals enabling the creation of some world famous perfumes. In 1912 Quelques Fleurs started a fashion for lighter floral perfumes. The House of Guerlain created L'Heure Bleu, Vol de Nuit and Mitsouko.

In 1875 Tiemann discovered vanillin and the odoriferous principle of violet, a ketone named iron which he isolated from orris root. A few years later Albert Baur discovered musk ambrette and musk ketone. Other synthetic aromatics followed such as heliotropin, terpineol, indol, geraniol, phenyl ethyl alcohol and citronellol to name but a few. These were the base on which the fragrance industry expanded.

Coty's famous names—Chypre, L'Origan and Emeraude were all produced during the early part of this century. After the 1914-18 war Ernest Beaux created Chanel No 5. This was probably one of the first perfumes made using the newly discovered aliphatic aldehydes in a manner not considered by other perfumers at that time. In 1905 the use of hydroxycitronellal allowed perfumers to create fine reproductions of lilac, muguet, hyacinth and it probably plays a part in many other successes.

Mr Simco referred to the developments in Grasse where in its earlier days Antoine Chiris commenced operations in 1768, Lautier in 1795, Roure Bertrand Fils in 1820 and

Bertrand Frères in 1857. The continuing experience in producing natural materials together with research and development in synthetic aromatics had given great opportunities to their perfumers.

He suggested that the real expansion of the perfumery industry was tied to the generation of wealth resulting from the earlier effects of the Industrial Revolution.

By 1939 the use of perfume, sold in very small sizes, was widely accepted. The leading French perfumes were marketed on an expanded basis. During the last 25 years the expansion had continued with changing fashions and a change in emphasis in marketing. The most striking illustration of that was the enormous demands for toilet waters in aerosol form.

The worldwide success of Charlie has indicated that the UK market must now be open to influences from two main sources—France and the USA. ■

HEALTH CENTRE NEWS

- Contracts have been awarded by **Trent RHA** for building of health centres at Blaby Road, South Wigston, Leics, and at Beaumont Leys, Leics.
- **Staffordshire AHA** has asked the **West Midlands RHA** to consider schemes for improved clinic and health centre facilities at Stafford and Stone.
- Approval has now been granted to **Croydon AHA** for a three storey community health centre at the junction of High Street and Woodville Road, Thornton Heath.
- **City & East London AHA** is seeking planning approval for a three storey health centre at the South West junction of Brick Lane and Thrawl Street, London E1.
- A health centre is to be built for **Borders Health Board** as part of a large hospital and health centre complex costing over £2m at Peebles, Scotland. Completion is for 1983.
- **Northern RHA** may get work started by the end of 1981 on a community hospital and health centre at Blyth Valley. It will cost around £5m.
- **Lancashire AHA** is seeking permission for a site to build a health centre on land situated between the library and the surveyor's office at Hornby Road, Caton, Lancs.

PRODUCT		PACK	LIST PRICE PACK	QUANTITY REQUIRED
DIAZEPAM TABLETS BP	2 MG	500	£1.75	x 500
		1000	£3.50	x 1000
	5 MG	500	£2.25	x 500
		1000	£4.50	x 1000
FOLIC ACID TABLETS BP	10 MG	500	£4.00	x 500
	5 MG	1000	£2.50	x 1000
FRUSEMIDE TABLETS BP	20 MG	1000	£11.50	x 1000
	40 MG	1000	£14.00	x 1000
	0.5 MG	100	£1.15	x 100
		1000	£10.70	x 1000
HALOPERIDOL TABLETS BP	1.5 MG	100	£1.95	x 100
		1000	£18.50	x 1000
	5 MG	100	£5.15	x 100
		1000	£50.75	x 1000
	10 MG	100	£10.00	x 100
		1000	£99.50	x 1000
HYDROCHLOROTHIAZIDE TABLETS BP	25 MG	1000	£3.40	x 1000
IMIPRAMINE TABLETS BP	25 MG	1000	£3.00	x 1000
		5000	£13.50	x 5000
INDOMETHACIN CAPSULES BP	25 MG	500	£14.40	x 500
	50 MG	100	£5.50	x 100
METHYLDOPA TABLETS BP	250 MG	1000	£27.50	x 1000
	500 MG	500	£27.50	x 500
METRONIDAZOLE TABLETS BP	200 MG	21	£0.65	x 21
		250	£6.50	x 250
NICOTINAMIDE TABLETS BP	50 MG	1000	£2.40	x 1000
NICOTINIC ACID TABLETS BP	50 MG	1000	£2.40	x 1000
NITRAZEPAM TABLETS BP	5 MG	500	£3.95	x 500
OXYTETRACYCLINE TABLETS BP	250 MG	1000	£8.70	x 1000
PENICILLIN V-K TABLETS BP	250 MG	1000	£12.50	x 1000
PHENYLBUTAZONE TABLETS BP	100 MG	1000	£3.00	x 1000
	200 MG	1000	£4.75	x 1000
PREDNISOLONE TABLETS BP	5 MG	500	£2.75	x 500
PREDNISONE TABLETS BP	5 MG	500	£2.75	x 500
PROMETHAZINE HCL TABLETS BP	25 MG	1000	£3.50	x 1000
PROPRANOLOL TABLETS BP	15 MG	1000	£3.90	x 1000
	10 MG	500	£5.88	x 500
	40 MG	1000	£27.86	x 1000
	80 MG	500	£21.06	x 500
QUINIDINE SULPHATE TABLETS BP	160 MG	100	£8.42	x 100
	200 MG	100	£4.85	x 100
		250	£11.90	x 250
QUININE BISULPHATE TABLETS BP		500	£23.65	x 500
	300 MG	500	£22.00	x 500
	300 MG	100	£4.50	x 100
		250	£11.50	x 250
QUININE SULPHATE TABLETS BP		500	£22.00	x 500
		1000	£43.50	x 1000
	300 MG	50	£0.22	x 50
		100	£0.35	x 100
SOLUBLE ASPIRIN TABLETS BP	250 MG	1000	£9.35	x 1000
TOLBUTAMIDE TABLETS BP	500 MG	500	£6.00	x 500

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0	£1.00	£5.50	£5.00
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2	£0.90	£4.50	£4.00
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ASPIRIN TABLETS BP		300 MG	25 x 1dz 100 x 1dz	£0.98 per dz £1.80 per dz
PARACETAMOL TABLETS BP		500 MG	25 x 1dz 50 x 1dz 100 x 1dz 1000 5000	£1.96 per dz £2.95 per dz £4.80 per dz £3.50 £16.95
FERROUS GLUCONATE TABLETS BP		300MG	100 1000 5000	£0.25 £1.95 £9.50
ZINC AND CASTOR OIL CREAM BP	NEW RANGE	100 GMS 250 GMS 500 GMS	10 10 1	£2.90 £5.70 £1.15

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AMITRIPTYLINE TABLETS BP		10 MG 25 MG	1000 1000	£4.90 £9.50
AMPICILLIN CAPSULES BP		250 MG 1000 500 MG 250 500	500 1000 250 500	£15.00 £30.00 £15.00 £30.00
AMINOPHYLLINE TABLETS BP		100 MG	500	£1.50
ASPIRIN & CODEINE TABLETS BP		25 50 100		£0.33 £0.52 £0.92
BENDROFLUAZIDE TABLETS BP		2.5 MG 1000 5 MG 1000	100 1000 100 1000	£0.35 £3.00 £0.45 £4.25
BENZHEXOL TABLETS BP		2 MG 1000 5 MG 1000	100 1000 100 1000	£0.60 £5.45 £1.20 £10.95
CHLORPHENIRAMINE TABLETS BP		4 MG	50 500	£0.20 £1.85
CHLORPROMAZINE TABLETS BP		25 MG 50 MG 100 MG	500 500 500	£1.45 £2.70 £4.40
CHLORPROPAMIDE TABLETS BP		100 MG 250 MG	250 500	£3.00 £11.00
CODEINE PHOSPHATE TABLETS BP		15 MG	100 250 500	£1.50 £3.75 £7.50
CODEINE PHOSPHATE TABLETS BP		30 MG	100 250 500 1000	£2.60 £6.50 £12.50 £24.80
CODEINE PHOSPHATE TABLETS BP		60 MG	100 250	£5.20 £13.00

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Conditioner	125ml	12	4.32
Delrosa			
Standard/Orange	6oz.	24	7.32
Standard/Orange	12oz.	12	6.66
Standard	18oz.	12	8.93
Blackcurrant	6oz.	24	8.046
Macleans Toothpaste			
Freshmint/Mildmint	Standard	12	1.66
	Large	12	2.41
	Economy	12	3.276
	Giant	6	2.04
Milk of Magnesia Tablets			
	30's	12	2.78
	75's	12	5.346
	150's	12	8.424
Pearl Drops			
Regular/Spearmint	25ml	12	3.564
	50ml	6	2.80
Savlon Liquid			
	250ml	12	3.66
	500ml	12	5.78

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(While Stocks Last)



		Pack Size	Offer trade price per pack (Ex. VAT)
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Vet Ones for Baby	150's	6	7.344
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Feminax		20	9.48
Milk of Magnesia Liquid	100ml	24	6.01
	200ml	12	5.42
	300ml	12	6.81
Paddi Cosifits			
Under 10lb size		12	8.46
10 - 20lb size		12	10.55
Over 20lb size		12	14.265
Radox Salts	Medium	12	3.72
	Large	6	2.68
Sensodyne Toothpaste	Large	12	5.06
	Economy	12	7.506
UniChem Nail Polish Remover		24	3.73

1981

Send off this coupon.

I am an independent retail pharmacist and would welcome more information about UniChem.

Name _____

Address _____

Date _____

Send to: UniChem, Crown House, Morden, Surrey, SM4 5EF

CD581

Quickies. From May 1st, distributed exclusively by Thomas Christy Ltd.

Quickies face cleansing pads.

Quickies nail varnish remover pads.

Quickies eye makeup remover pads.

Now distributed by Thomas Christy Ltd.

152 North Lane, Aldershot, Hants. GU12 4QP.

Phone (0252) 29911. Telex 858196.



LITERATURE

English kit

The National Consumer Council has launched a "plain English training kit" to counteract "gobbledygook" such as the following: "Where a person in contracted-out employment attains state pensionable age or dies leaving a widow, or his contracted-out employment ends in the tax year in which he reaches state pensionable age, the last order taken into account is the order in the employee's final relevant year (i.e. the last complete tax year before that in which death occurred or state pensionable age was reached.) This order revalues earnings factors in years prior to the final relevant year."

It's high time that Government departments and others stopped producing that sort of "appalling rubbish", according to Joan Macintosh, vice-chairman of the Council, "It's costing the taxpayer millions of pounds".

The kit is a programme of information and exercises to encourage plain language and clear design in leaflets, forms, letters and consumer agreements for the public—available (£15), from: Plain English Campaign, 78 Wiltshire Street, Salford.

Video brochure

"A different point of view" is the title of an eight-page brochure which describes the range of closed circuit video equipment from the CamEra group of companies.

CamEra specialise in closed circuit TV and video for management control and security purposes. The leaflet details the various component parts which make up a CCVE system, including cameras, mounting heads and controls, housings, monitors, switching devices and recorders. Typical installations are also included in the leaflet.

*CamEra Group services division,
127 Walton Summit Centre,
Bamber Bridge, Preston, Lancs.*

Chemicals safety

A translation of the Dutch "Chemiekaarten '80"—"Handling Chemicals Safely 1980"—is now available from the Chemical Industries Association. The book is intended especially for those who actually handle the chemicals and the data pages give details of physical properties, toxicity, prevention,

first aid, fire extinguishing, spillage, storage, packaging, and labelling.

Other details given include UN numbers, CAS numbers, NFPA classification, IUPAC names, and CEFIC Tremcard code numbers. Many of the chemicals dealt with are extra to the Tremcard classification. The book costs £20 for CIA members and £22 for non-members and is available from CIA at: 93 Albert Embankment, London SE1 7TU.

Gas detection

A laminated A4 (folding) leaflet has been produced by the CIA formaldehyde health impact study team. It sets out guidance notes whose purpose is to describe how the formaldehyde content of air can be determined with gas detector tubes.

The techniques are of general applicability and may be applied to operations which involve the use of formaldehyde solutions or solid paraformaldehyde and to those operations which can result in an evolution of formaldehyde gas to the atmosphere.

"Guidance Notes to Manufacturers

and Users of Formaldehyde and Formaldehyde Containing Products on the Measurement of Formaldehyde in the Atmosphere with Gas Detector Tubes" (£1) is available from: CIA Publications, Alembic House, 93 Albert Embankment, London SE1 7TU.

■ Central Birmingham Community Health Council has published a pamphlet, "Health services for women" (£0.10 plus £0.11½ postage), which lists the services available in the Central Birmingham district. Copies from the CHC, 161 Corporation Street, Birmingham B4 6PH.

■ Supplement number 8 to the list of Approved Names 1977 has been published and became effective April 1. It can be obtained from the British Pharmacopoeia Commission, Market Towers, 1 Nine Elms Lane, London SW8 5NQ. This is the final supplement and a new edition, titled British Approved Names 1981, will be published in August.

■ The Family Planning Association has produced five new leaflets on birth control methods—the pill, IUD, barrier methods, sterilisation and the "safe period". Each leaflet describes how the method works, its advantages and disadvantages, and its effectiveness. They are available from family planning clinics throughout the country or from the Family Planning Information Service, 27 Mortimer Street, London W1 7RJ.

EQUIPMENT

Cash bags

A variety of sizes and styles of cash carrying bags—incorporating smoke/dye alarms—designed to customer requirements is now available from Volumatic. They will either fit their cartridge alarm system to any type of bag provided, or will supply the complete unit. Incorporating a double leather wrist strap connected by a ball-link chain to the smoke/dye security cartridge, the alarm is activated automatically if the bag is snatched from the carrier. When set off, the smoke cartridge emits dense smoke incorporating vivid orange dye, which stains cash in the bag. A safety device ensures that the smoke/dye alarm cannot be accidentally activated. *Volumatic Ltd, Taurus House, Kingfield Road, Coventry.*

Sterilising filter

Millipore have introduced a new sterilising filter for small volume parenterals, blood products and ophthalmics. Millipak is a series of Durapore membranes welded to rigid

support discs and stacked in an easily-vented housing. The 0.22 µm Durapore membrane is validated by retention testing with a challenge of 10^7 *Pseudomonas diminuta/cm²*.

Millipak 100 is designed for batch sterilising filtration and Millipak 50, a smaller version, is designed for filling machine filtration. *Millipore (UK) Ltd, Millipore House, Abbey Road, London NW10 7SP.*

Floor service

Lamcrest Ltd, makers of "specialist products for floors, walls and ceilings," have developed a range of products for application in the pharmaceutical industry.

Recent contracts, they say, have originated from the stringent controls requiring a floor or wall surface to resist chemical attack and be free from cracks and joints which can harbour bacterial growth. A free technical advice service is run by the company, who will supply materials and if required carry out the necessary work.

Lamcrest Ltd, Crown Works, Cold Bath Road, Harrogate.

FOR AHS AAH'S OUCH



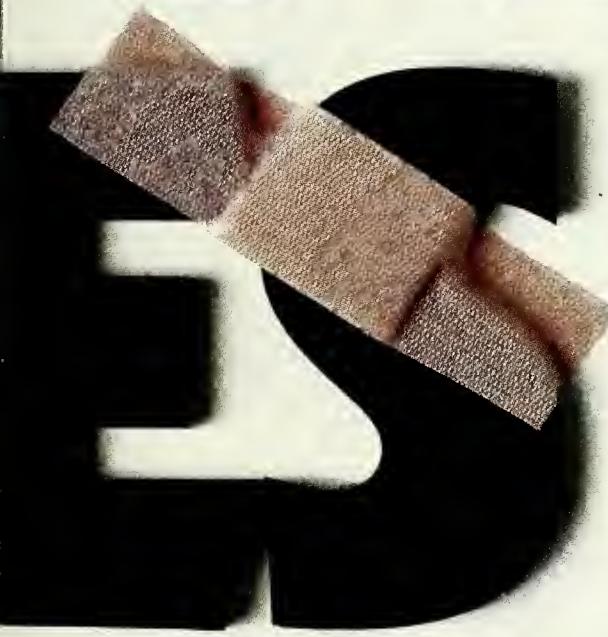
We now make three specialised plasters which will cover every type of small wound.

There's Clear, a cosmetic plaster for the 'OOHS' you get when shaving.

A Washproof plaster that'll protect all those family 'AAHS' even in water.

And finally, a new Flexible Fabric plaster which

OOHS AAHS AND OUCHES



ends and stretches to accommodate every awkward type of 'OUCH'.

Together, they make the first complete range of first aid dressings. So don't forget to stock all three.

Just think how embarrassing it would be if a customer asked for some 'OOHS' and 'AAHS' and you only stocked 'OUCHES'.

Johnson & Johnson
© JOHNSON & JOHNSON LTD., SLOUGH, 1981



It's going to take something special for you to build your profits in 1981

Unican, who already offer the widest range of home brew beers and wines in a growing market now worth £40m introduce a potent new profit-earner for 1981.

Unican Special Reserve.

A new high quality range of home brew wines, which are ready for drinking in under 8 weeks, at a highly competitive price.

Special Reserve will spearhead Unican's biggest ever investment in advertising, PR, print and promotion on a national, regional and local level.

Including national press, local press, and TV, supporting the entire Unican range.

So if you're concentrating on how to make profits in 1981, Unican is a natural.

Unican Foods Ltd, Unican House, Central Trading Estate, Bath Road, Bristol BS4 3EH. Tel: Bristol (0272) 712281.



SPECIAL RESERVE from UNICAN

The first name in Home Brew Wines and Beers

A fermenting market for the pharmacist

The first quarter of 1981 has seen significant and sustained growth in the homebrewing and wine making industry, with increases of 30-40 per cent sterling being claimed by manufacturers, wholesalers and retailers alike. The independent pharmacist has the ability to compete with the specialist homebrew shop, Boots and other retailing giants, in terms of knowledge, service and the personal approach. But does he have the buying power or muscle to attract a competitive and comprehensive service from either the manufacturer or homebrew wholesaler?

The British are rapidly acquiring a taste for wine but find that vin ordinaire is extraordinarily priced. They have always had a taste for beer but can no longer be sure of getting change from a £1 note when ordering two pints of bitter in the local.

Price, coupled with more free time, either enforced by redundancy or from a shorter working week, allied to firm British commitment to hobbies, leisure, pleasure and value for money, should mean a larger number at the home brew counter.

Curiously the trade has missed what many feel was a golden opportunity to capitalise on a buoyant market situation. The Home Brew Show planned for May 8-11 at the Westminster Hall, London, and organised by London and International Sports Trade Shows Ltd, was cancelled due to lack of trade support one week before the budget.

Factional jealousy

Perhaps part of the reason was that the different factions of the home brew industry are unusually jealous and zealous of their own positions—and suspicious of the competition's motives, brand shares and intentions. *Homebrew Supplier* stated in the opinion column of its March edition: "... This promising HB show was first sabotaged and eventually cancelled by the intrigues and waverings of some of those best fitted to take the plunge."

In the absence of a specific show for the HB trade, their trade organisation expects members to appear at general fairs and exhibitions

and to spend more on advertising in the media.

The Home Brewing and Winemaking trade association was formed in 1973 with the objectives of "... protecting and advancing the interests of its members and promoting their co-operation in all matters of mutual interest." Membership has dropped this year and certainly does not cover all retail outlets nor certain wholesalers and manufacturers. The association officially backed the HB exhibition and was co-ordinating publicity for the event in both specialist publications, Press, radio and television.

Derek Smith, HBWA secretary, firmly believes in the role of the specialist HB trader and that of the independent chemist in the highly competitive marketplace: "The small

chemist with a shop more than three miles from the nearest specialist can do very well, if he devotes sufficient time, space and interest to homebrew. He certainly has the knowledge and ability to do so.

"It may take five minutes to sell a pressure barrel but he is in fact holding a 'clinic' and stimulates further interest and sales from other customers within earshot. A Birmingham chemist I know started stocking HB three years ago on two shelves. He now carries £15,000-worth and makes a very good profit out of it." Derek Smith particularly recommends putting up chemicals and bulk ingredients—"very lucrative", he says.

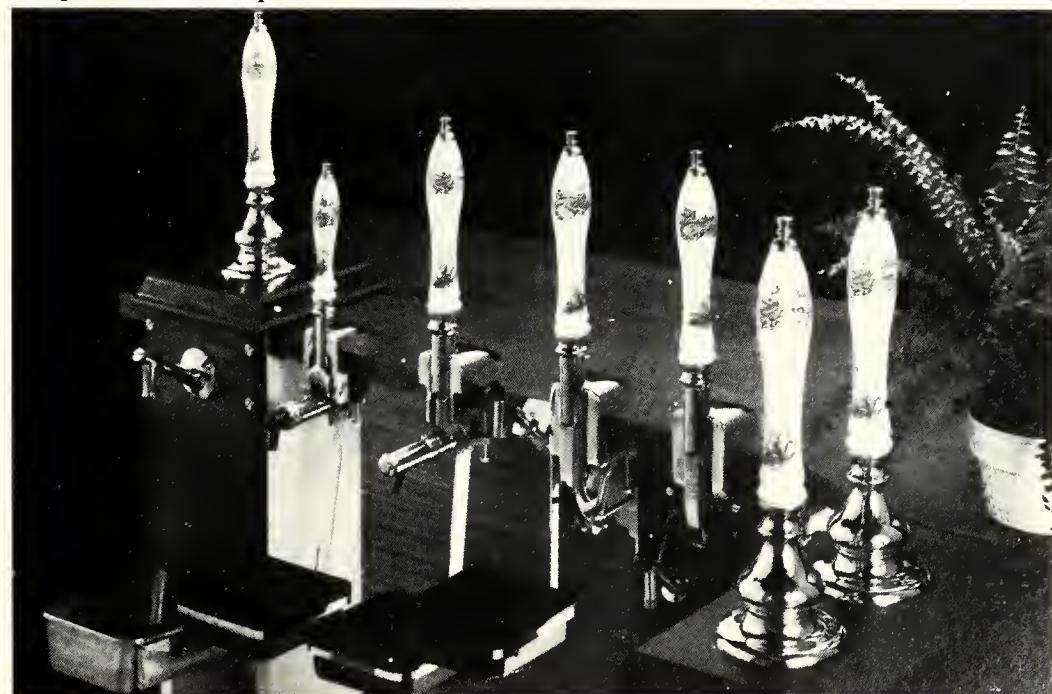
Accurate figures for the current size of the HB market are difficult to obtain and assess, as are market shares for individual retail companies, types of retailer and also manufacturers. The consensus is a £40m market split 35: 35: 25 on wine, beer and equipment and divided between outlets in the proportion 52 per cent Boots, 5 per cent other chemists, 10 per cent specialist HB shops, 22 per cent Woolworth and 11 per cent the rest.

Mr T. R. Vickerstaff, a director of Homewinecraft of Leicester, suggests that there are 250 chemists handling HB who do £300/£400 a week or about 2 per cent of the total market.

So a rapidly-growing market of some size (approaching the toothpaste market in pounds sterling) is dominated by Boots. But where does the independent chemist really stand?

One manufacturer which did service the sector (as well as all other possible

Continued overleaf



HOME BREWS

Continued from p803

retail outlets) was LRC Products Ltd. They entered the market in June 1979 with Ducard wine kits and Dakins beer and lager kits with a £250,000 advertising budget—though television advertising was curtailed by the ITV strike. The kits were available as part of an LRC direct order but the chemist found himself being undercut by both Boots and Woolworth.

Many consumers thought the wine kit was overpriced and raised questions about its value for money. The Ducard wine label, it has been suggested by the trade, was a superb design but confused the consumer by simulating an actual bottle of wine—it was not immediately obvious as being a wine kit. Ducard was withdrawn by LRC from C&D's Price List in January.

Company rationalisation

LRC's marketing controller, Mr E. J. Wallbutton, states that Dakins beer and lager kits would not appear in their lists from April 1. He explains: "The withdrawal of the two brands was part of a company-wide rationalisation. Brands sold for many years by LRC have been removed—Liquid Gumption cleanser for example. We are in the process of establishing a corporate strategy and corporate product identity. The loss of Dakins and Ducard is a small part of this restructuring and is therefore no surprise to the chemist.

"We were quite happy with beer sales, less so with the wine because of competition in that sector. Our withdrawal had very little to do with the HB market, totally with ourselves." Mr Wallbutton did not think that independent chemists were

Table 1: Percentage of beer kit market

	John Bull	Boots' own	Tom Caxton
December 1979	15	25.5	28
December 1980	25.5	22.5	23.5

Table 2: Percentage of total market by retail outlet (January 1980-81)*

	Paines	Boots	Trade Association	Southampton	Unican Homebrew	
Boots	65	50+	52	52	{	62
Chemists	10-12	?	10	5	{	?
HB specialists			10	10		
Woolworth	23	?	25	22		?
Other	0-2	?	3	11		?

*Manufacturers' estimates

overburdened with stock and said there are no plans for uplifting stock or reducing the price. "Our major customers were Boots and Woolworth. The bulk of the stock is with them." He was unable to say whether they had plans for taking care of that stock.

An independent chemist told C&D that although he had seen an LRC representative at the end of March and discussed the poor performance of Dakins with him, he had not been advised of its withdrawal. Mr A. Ridley Thompson, for Boots, said they were not aware that Dakins was to be withdrawn. "We have stocks in our warehouse available for distribution."

Chemist calls

The only other manufacturer to call direct on the chemist is Reckitt and Colman who say that they began committed marketing support of Tom Caxton beer kits back in 1971. Tom Caxton's product manager, Mr Cliff Lavin, says: "This resulted in dramatic growth for the whole market in the 70s though it stabilised towards the end of the decade and in 1980 was valued at £12m. There are indications that this growth is happening again.

"Tom Caxton hold the dominant

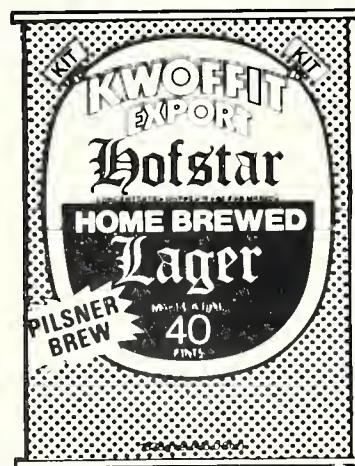
27 per cent share," says Mr Lavin. "Their position is unique and crucial to the market in several ways. Research has shown consumer awareness of Tom Caxton to be 50 per cent higher than the nearest competitor and historically the success of the brand has been the success of the market."

Mr Lavin confirms the domination



of Boots and Woolworth and says that over the past four years the importance of the supermarket and department store has declined. "Chemists have consistently handled less than 2 per cent of this market", says Mr Lavin, "But the success of Boots suggest that there are great

Continued overleaf



From your homebrew wholesaler or Itona Products Limited, Leyland Mill Lane, Wigan (tele: 0942-34761).

GET A MIND-BENDING
EIGHTY PINTS
FROM TWO CANS

Top quality homebrew kits made by Itona, the Wigan based company with over 50 years in the business.



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Periodical Publishers Association
Imperial House
15-19 Kingsway
LONDON WC2

HOME WINE?

We'd like to give you The Facts

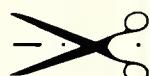
If you're selling home wine products or thinking of doing so you will know of CWE, if only because we're the largest producer of home wine ingredients in Europe. Indeed, you might even think that we're too big to be interested in independent pharmacists' needs. Nothing could be further from the truth – we didn't get where we are today (as they say) by ignoring the needs of any sector of the home wine market.

And in the case of wholesale and retail pharmacies, we have a unique service to help you start a home wine section or develop an existing one.

We can advise you on stocking, display, promotion and show how you can profit from the expanding home wine market. We won't make silly promises about sales, waste your time with wildly exaggerated product claims or employ guesswork to disguise ignorance.

Because we're big enough to know the home wine market better than anyone else, we rely on hard commercial facts.

As a first step to getting the facts, complete the coupon (or clip it to your letterhead) and mail it to Brian Hills. You'll be under no obligation to take our advice, but at least you will know it's worth listening to.



To: Brian Hills, Sales Manager,
Continental Wine Experts Ltd,
The Winery, Cawston, Norfolk NR10 4BQ

Yes, I'm interested in hearing the facts about what the home wine market can do for my business, please get in touch with me

Name _____

Address _____

Post Code _____

Telephone _____

HOME BREWS

Continued from p804

opportunities for chemists with the correct approach. With the upward trend this is the ideal time to enter."

Mr Lavin was unable to give any specific details of promotions or bonuses, either direct from R&C or through pharmaceutical or specialist wholesalers, which would be available to the independent to assist him to increase his share. However, he drew attention to the consistent national advertising campaign in the Press and the regular on-pack offers.

Brand profits

Mr Vickerstaff (Winecraft) comments: "TC don't give as much profit as other brands but their advertising spend stimulates the whole market." He thought that the price war started by Woolworth on their entry into the market (when they applied a 7½ per cent mark-up) had entered a new phase. "I believe Boots' own brand is getting back some of the share lost to Woolworth and

Woolworth's policy to HB has changed. It's now up to branch managers to decide whether to stock HB and not a head office edict. Some managers are not carrying the range."

If the challenge is slackening off from Woolworth it is being increased by the advent of Sainsbury and W. H. Smith, according to Alan Bowles, UK sales manager for Paines & Co Ltd. He says: "Sainsburys are dealing with Paines direct and also with another wholesaler who is supplying a competing product. W. H. Smith, who are supplied by Vina Ltd of Liverpool, are devoting 36ft of gondola run to HB in certain stores.

Paines' John Bull range has a current advertising budget of £250,000 for the year September 1980-81 (above and below the line) according to Alan Bowles. John Bull was sold exclusively through specialist shops for two years before being introduced to the wider marketplace.

Alan Bowles claims that when they were producing Dakins for LRC, together with all the other beer kits they make as "own brands" and



John Bull, Paines were producing six out of every ten kits made. He was therefore confident that the figures he offers in table 1 are as accurate as any available.

ONLY GEORDIE HAVE THE LOT.



LIQUID CONCENTRATE KITS

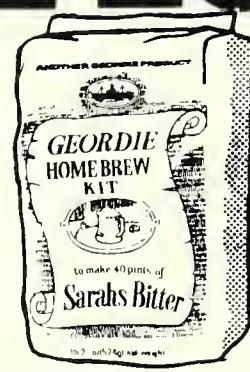
Bitter, Mild, Lager and Scottish Export.
Makes 40 pints.

Premium Continental Lager and
Premium Best Bitter
make 40 stronger pints.



DRY KITS

Bitter, Mild, Stout and Lager.
Makes 40 pints.



SARAH'S BITTER

Geordie's legendary dry brew.
Still less than 6p a pint.



BREWERY IN A BOX

Everything your customers
need to make great beer.

Write for details or ring Bill or Betty Brewin on:
NORTH SHIELDS (0632) 573402



GEORDIE

HOME BREW KITS

Viking Brews Ltd., 28/29, Clive Street, North Shields,
Tyne and Wear NE29 6LD.

**With Geordie, your customers
can try another brew, without
trying another shop.**

The market—as the companies see it

Southampton Homebrews Ltd managing director, Mr C. D. Sanders, told *C&D*: "It might be worth pointing out that my company is probably the largest distributor of homebrew throughout the UK and we are fortunate to have amongst our customers Boots, Sainsburys, Carrefour, Keymarkets, International Stores, etc, as well as many hundreds of chemists, health food shops, DIY centres and specialist homebrew shops.

"Even before the budget we have experienced a very substantial increase in turnover this year compared with the same period last year, in the region of 35 per cent. We are in fact doubling our warehouse area by taking over a completely separate factory in May."

Southern Vinyards Ltd founder and managing director, Mr Neville Instone, explains his company policy: "We do not go in for turnover at any price and do not supply the high street multiples. Southern Vinyards supply 14 wholesalers, hundreds of retailers and run a mail order service for those customers who do not live near a stockist.

Increased demand

"In recent years there has been an increased demand from pharmacists and I believe that this is due to the fact that we do not supply Boots with our concentrates. We do supply them with our items of equipment, which we have done for many years.

"We supply our stockists with

over three million hand-out leaflets free of charge every year, together with posters, and advertise in the national Press every week." Mr Instone also told *C&D* that Southern open between five and eight new stockist accounts every month and advise on the best selling lines.

"Littlewoods Mail Order did a presentation prior to last Christmas and New Year for our 'superior wine kit' and we sold over 1,000. These were sold at the normal retail price and the only literature included in the carton was our stockist list, so that they could benefit from all the repeat business."

"Edme has the largest market share for plain malt extract due to the fact that it was one of the earliest malt extract companies to recognise the home brew market," says Mr R. E. A. Holt, sales director for Edme Ltd.

"We distribute through specialised homebrew wholesalers, some of which do a higher proportion of their trade with chemists—such as Youngs Home Brew Ltd of West Bromwich. The five new products launched last July are now establishing themselves in the market especially the Superbrew Gold."

Mr D. J. Hampson, a director of Itona Products Ltd of Wigan, estimates the HB market as around £10m. He says: "We only support the independent sector; the specialist homebrew shops, certain health food stores, chemists with a homebrew/wine section and we believe that our Kwoffit export bitter and Hofstar lager in the 16 pint and 40 pint sizes

are now the brand leaders in many shops.

"As company policy is to support independent retailers, we will not supply any of the large multiples. We believe that the independent retailer will best serve our industry, due to the personal service and advice he can offer in this interesting hobby—we feel this avenue offers great chances for reasonable expansion."

"Our outlets are very varied but we estimate that 40 per cent of our goods are sold through chemists," says Mr G. C. Leigh-Williams of Leigh-Williams & Sons.

"Distribution has been excellent over recent years and we are very optimistic for the future. The ever-increasing cost of commercial wines and beers should induce more and more people to start making their own."

Unichems' Mr W. H. Hart, assistant marketing director, told *C&D*: "We only carry Tom Caxton and do not feel that there is any likelihood of our increasing the range of such merchandise in the near future."

Rocketing sales

"Against the trend of business in 1980/81 homebrew sales have rocketed" says Geordie's marketing director, Mr W. W. Brewin. "With six months of the company's financial year still to run sales volume has almost equalled the whole of the previous twelve months."

Geordie's is the only major nationally-available brand featuring both liquid and dry ingredient kits. The dry ingredient was first marketed

Continued overleaf

6p a pint!

Nobody brings more expertise to home brewing—or understands the brewers' needs better—than Edme who've been in the business nearly a hundred years. And by now a lot of people know it.

Which is yet another reason why you should be stocking these two 40-pint Edme kits. They're great value. (You could almost say best cellars!)

EDME LTD., MISTLEY, MANNINGTREE, ESSEX. TEL: 0206 39 2232

HOME BREWS

Continued from p807

over 16 years ago and is still Viking Brew's biggest seller. Mr Brown says: "It is important that the pharmacist be seen to be specialising in homebrew; the margins certainly warrant this and the volume will now demand it.

If you can supply the popular brands at a reasonable price and give the service the user needs the business is there for the taking."

"We aim to maintain interest in the brand and the hobby with a fast-moving, streamlined range", says Mr Lavin of Reckitt & Colman. New varieties are regularly introduced and the old removed. Last summer lite lager (a low-carbohydrate drink) and Autumn harvest cider were launched, and are selling well. In summer 1981 Tom Caxton will be introducing another new variety.

"For first time retailers ordering 10 cases of Tom Caxton there are a limited number of special display stands available free. A wide range of counter cards, leaflets, shelf strips and beer mats may be requested by writing

to Colmans at Norwich."

Mr Lavin suggests that if care is taken with in-store display then beer kits offer the chemist a high-volume, high-unit-price line.

Full bodied wine market

Unican say that the market shows a growth rate of at least 15 per cent and looks set to increase in size by 50 per cent between now and 1985, and that in recent years most of the expansion has been created by a growing interest in winemaking.

"We believe that like any other market, home brewing will respond to product development and investment in advertising so this year we will spend more in these areas than ever before", says deputy managing director, Mr Keith Hocking.

"The launch of Special Reserve is the result of two year's development work and backing up our brands this year will be a £200,000 advertising campaign which will be one of the biggest in the business."

Unican plan to undertake a television commercial test campaign in the Summer and by the Autumn beer and winemaking might well be backed by its first major burst of television advertising for many years.

CWE claim to be Britain's largest supplier of aids for the home wine maker and say the number of households involved has increased from 1 in 13 to 1 in 5 in four years. They put the retail value of home wine sales at £12m and say distribution covers 90 per cent of all HB retailers with their product range of 120 items. The company also says its sales are ahead on all fronts so far in 1981.

Paines have just launched a four variant wine concentrate range featuring two recipes: quick and slow. Also a best bitter and a lager kit for weight-watchers which is suitable for diabetics.

Zeal of London produce hydrometers and their latest versions are manufactured from high impact polystyrene capable of withstanding all normal handling problems usually associated with traditional glass ones.

What do you expect from your Home Brew Wholesaler?

The Right Products

The Brewmaker range of products is now established as a brand in its own right. A great deal of attention has been paid to labelling and packaging to offer both you and your customers a great deal. Brewmaker beer kits, wine kits and equipment are not necessarily the cheapest, but then we prefer to leave that section of the market to others, as our products are of high quality, as well as offering good value for money. Southampton Homebrews Limited also supply a full range of other leading branded kits and equipment.

The Right Prices

We don't think you'll be able to beat these terms — anywhere.

1. Product quantity discount up to 7½% off basic trade prices.
2. Order discount a) 2½% off invoiced goods value over £250
b) 5% off invoiced goods value over £350
3. Cash with order 2½%
Collection on goods 2½%) Cash and carry 5% discount
4. Bulk buying discounts e.g. Unican and Edme etc.

As you can see our normal trade prices are very competitive indeed — see for yourself — just check our trade list with other wholesalers. We also make a point of not passing on price increases until existing stock at the old price has been used up. Do other suppliers do this? Further, do they give you the benefit of promotions and special offers? We do — throughout the year.

Advertising Support

We provide, free of charge, numerous informative posters and leaflets on Brewmaker and other manufacturers products, all detailed in our trade list. We advertise regularly in the specialised home brew press and various national magazines and newspapers etc. and also welcome the opportunity to support individual retailers who wish to undertake their own local advertising.

Helpful Assistance

Your business is our business. As both wholesalers and manufacturers, it is up to us to ensure that you get the best possible service at all times. So, if you have got a query or need more information you only have to ask. We are here to serve you and will always do our very best to do so. Almost every month we send out a newsletter 'News from Homebrews' which details new products, price changes and other helpful information. Do other wholesalers do this for you?

Finally

We hope the above is what you expect from your wholesaler. We really do try to give you the best possible prices, product range and service. But, there is only one way to find out for sure. May we process your order please?

BREWMAKER

All that's best in homebrewing

THE BREWMARKET'S No.1 DISTRIBUTOR.



SOUTHAMPTON HOMEBREWS LTD., 12 ROCHESTER STREET, NORTHAM, SOUTHAMPTON, HANTS. TEL: (0703) 36044/5/6

HOME BREWS

Stocking policy and pricing ploys

The optimistic tone of manufacturer, wholesaler and market pundit alike is infectious but the wise and cautious pharmacist will ask of them—"What to stock? How much? Where? Where from? And what discounts, stockturn and profit on return can I expect?

The answer from any one interested party will be as varied and personal as an individual's taste in wine and beer. But for the pharmacist wishing to either expand or enter the HB market the ancient ploy of familiarising yourself with the stocking ratios, layout, prices, brands carried, and service offered by the opposition, both local and "national" (Boots, Woolworth, Sainsbury and W. H. Smith) is indispensable.

Boots and Woolworth would both seem to give approximately equal space to wine and beers kits, with about 20 per cent of total space given

over to equipment.

Boots appear to give 50 per cent of display space to own-brand wine and beer kits, all of which are competitively priced by comparison with other makes stocked—though price comparison of their beer kits is difficult because the volume of ale the kits produce is sometimes different to those of other manufacturers.

Beer kits stocked by Boots and Woolworth are Tom Caxton, Geordie, John Bull and Dakins (now withdrawn). Price comparisons in early April for Tom Caxtons 24pt and 40pt kits were respectively £1.85 and £2.79 (Boots), and £1.69 and £2.49 (Woolworth).

On the wine front, both stock Unican and thereafter Boots feature CWE concentrates and Woolworth Festival Quick Wine, at £1.49 for a one gallon tin and Calendar wines, at £1.99 for the 28-day (one gal) variant.

The specialist home brew wholesaler is generally prepared to give the detailed stock information

required by the pharmacist starting out in this market. Some do have representatives or agents calling direct on the stockist but in many areas PLOF and telephone orders are more usual.

Wholesaler own brands

In general, a comprehensive range of equipment will be stocked and often their own brands of wine and beer are available. Wholesaler own-brands give the retailer an opportunity to feature a more exclusive range, with less likelihood of local or national competition. He can price and recommend it according to his own circumstances and inclinations. Southampton Homebrews and Youngs of Wolverhampton, amongst others, offer such own-brands.

Many wholesalers (and manufacturers) produce their own newsletters, product information sheets, and both technical and general literature on the brewing and

Continued on p817

LESSEN COMPETITION

OUTRIGHT WINNER:

**Mr. T. Flower,
Church Stretton, Shropshire.
PRIZE:
A holiday for two in the
Greek Isles.**

**Winning entry reads:
'After LESSEN ONE—
distinctly less of one!'**

After LESSEN TWO—a new slim you!

**Slim & Stay Slim with
LESSEN ONE and LESSEN TWO.**

**DON'T ACCEPT ANY QUOTE
FROM ANY SHOPFITTING
COMPANY
UNTIL YOU'VE SPOKEN
TO US**

CUT THE COUPON

Modernise with Magnum and increase your turnover! By following a planned approach to your refit, you will gain NEW CUSTOMERS AND SELL MORE TO EXISTING ONES. Magnum Opus have produced a new generation of shopfitting equipment, specifically designed for environmental selling techniques, using the best in up to date materials and mix and match colour schemes.

Our Salesmen are highly qualified, and with their experience to draw from, will advise on the best way to layout your shop in order to achieve maximum sales. Need we say more — send in the coupon today and we will do the rest.

Mare details please
Name
Company
Address

Tel:

Magnum Opus Ltd.,
The Maltings, Southminster,
Essex.

Tel: (0621) 772248.

Magnum Opus Ireland Ltd.,
80 Bradford Drive, Ballinteer,
Dublin 16.

Tel: Dublin 942456.

**Magnum Opus
Shopfittings**

CD4

LETTERS

Medicinal claims for foods and herbs

I refer to Clive Caplan's letter published in *C&D*, April 11 and your editorial note that "Seatone is marketed as a health food and the manufacturers are therefore unable to make medicinal claims for it". On p679 of the same issue, we are encouraged to promote the sale of Rutitive tablets as "a herbal remedy for high blood

pressure, varicose veins, chilblains, hardening of the arteries and capillary fragility". Is there a clear dividing line between health foods and herbal remedies which allows the latter to be promoted not as a possible aid but a "remedy"? Are we as pharmacists expected to treat such advertisements with any degree of credibility, when Martindale states that "evidence of its (rutin) value is inconclusive"?

The Medicine Act ensures that all new drugs promoted to the medical profession have undergone extensive

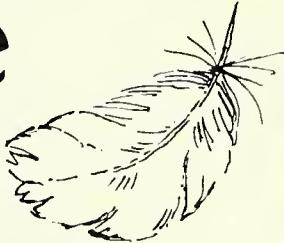
clinical trials demonstrating conclusive efficacy, and as near as is possible, freedom from toxicity when used as directed, and yet I know of no such product which could be legally promoted as a "remedy for varicose veins".

There is clearly a need for legislation to prevent such anomalies, but in the meantime, we have the difficult task of combating such claims and encouraging our customers to seek their doctor's help in the case of conditions which could deteriorate unless treated according to proven medical practice.

The Rutitive advertisement must surely be the ultimate insult to our intelligence. I can only assume that anyone advertising in "the newsweekly for pharmacy" who feels it necessary to define capillaries and proceed to tell us that "you should know that they and the blood vessels themselves can burst under pressure" and then suggest that dried buckwheat can prevent this and possibly a stroke, must be suffering from delusions of galactic proportions.

When constipation needs the gentle touch

Ex-Lax, the best known brand of laxatives, are available in two forms — smooth, easy-to-swallow coated pills and traditional chocolate. Both are precisely formulated to bring reliable, gentle overnight relief. And Ex-Lax is backed with all-year-round national press and magazine advertising. So display Ex-Lax and increase your sales in 1981.



EX-LAX PILLS

Available in film-wrapped handy pack 8's and standard size 30's.



EX-LAX CHOCOLATE

Available in trial size 6's medium 18's and economy size 36's. Also available Junior Ex-Lax in milk chocolate form.



EX-LAX
gives you the choice.

New research?

On p705 of the above mentioned issue, International Chemical Co inform us that "new medical research explains the nature of pain". The accompanying copy explains how the active ingredient in Anadin stops pain. I must assume that of the four ingredients (extensively advertised as "medically approved") only one is active. Not being up-to-date in prostaglandin research, and not expecting to find details of "new medical research" in Martindale, I still made reference to this excellent publication to find that several scientific papers had been published in the early seventies referring to the prostaglandin-inhibiting properties of (yes, you guessed it) aspirin. "And that's why 'Anadin' is so effective for the pains of rheumatism, toothache and colds and flu" continues the advertisement.

So now that we know what has been causing pain to millions for thousands of years, we can take advantage of the research and actively promote sales of our extensive in-stock range of aspirin-based products. May I suggest a fluorescent window poster approximately 4ft x 6ft proclaiming "Scientific breakthrough in relief of all forms of pain. Prostaglandin inhibitors now in stock.

Continued on p812

YOU WOULDN'T RECOMMEND DRUGS FOR CHILDREN THAT ARE MADE FOR ADULTS.



Travel sickness tablets could be the exception.

They're invariably made in dosage levels for adults.

But it's children who are more likely to be travel sick. And to need an effective remedy.

So keep Joy-Rides in mind. The first travel sickness tablet sold only through chemists and made specifically for children under 15.

So you can recommend them knowing they have the right dosage level for children.

And that unlike most adult remedies, they're pleasant tasting and easy to swallow. But don't be surprised, if people ask for Joy-Rides by name.

As this year it will be the most heavily advertised travel sickness brand in women's magazines.

And the first travel sickness tablet ever to be heard on radio—as well as the first to launch a Travellers' Club for children.

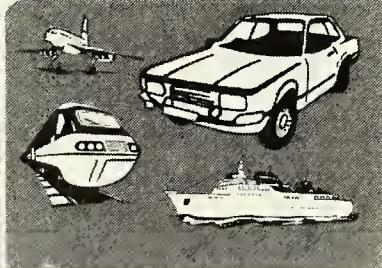
Your Stafford-Miller representative can give you details of special trade offers.

And he'll convince you, children aren't the only ones who'll benefit from Joy-Rides.

Joy-Rides

The travel sickness tablets for children

- Child's Dosage
- Chewable
- Fruit Flavoured



THE FIRST TRAVEL SICKNESS TABLETS MADE SPECIALLY FOR CHILDREN.

Effective range to suit all pockets. From 38p per 100 (BP quality) to £1.40 per 100 (television quality)".

And while we cash in on this lucrative market, why not go the whole hog, and throw out all our perfumery and cosmetics, replacing them with a section devoted to the treatment of such "nagging complaints" as varicose ulcers, strokes, hardened arteries etc, with freshly prepared dried buckwheat (leaf and flower) washed down with liquid extract of green-lipped mussel gonad (various vintages available)?

This new approach would "at a stroke" enable us to resign from the

National Health Service and give our medical colleagues the opportunity to dispense for the few remaining patients who would still have faith in the so-called "modern medicine".

A. Peel
Leeds.
Comment p771

Total service

My friend and colleague Graham Hurst (Letters April 4) needs no assistance from me in making his points. Your contributor, Mr R. N. Thomas (Letters April 11) does however make a point which, going as

it does to the very root of the dispensing doctor problem, must be faced squarely.

Mr Thomas states that the credibility of our case does not rest in "uneconomic collection and delivery systems" and that he feels it is unnecessary to penetrate the unpopulated deepest countryside. The fact that most collection and delivery systems are uneconomic is an unfortunate complicating factor which tends to obscure the basic principle involved. That principle, quite simply stated, is that if we wish to eliminate the dispensing doctor problem we have to be prepared to give a full pharmaceutical service to every man, woman and child in this country no matter where they live.

I would go even further (and I know Graham Hurst would agree) and state that that pharmaceutical service must be on a 24 hours a day, 365 days a year basis. The family which lives two miles off a road, halfway up the side of a mountain, is equally entitled to that pharmaceutical service as the family which is fortunate enough to live in an area of high population density. If we are not prepared to supply that service to everybody, our case is fatally weakened.

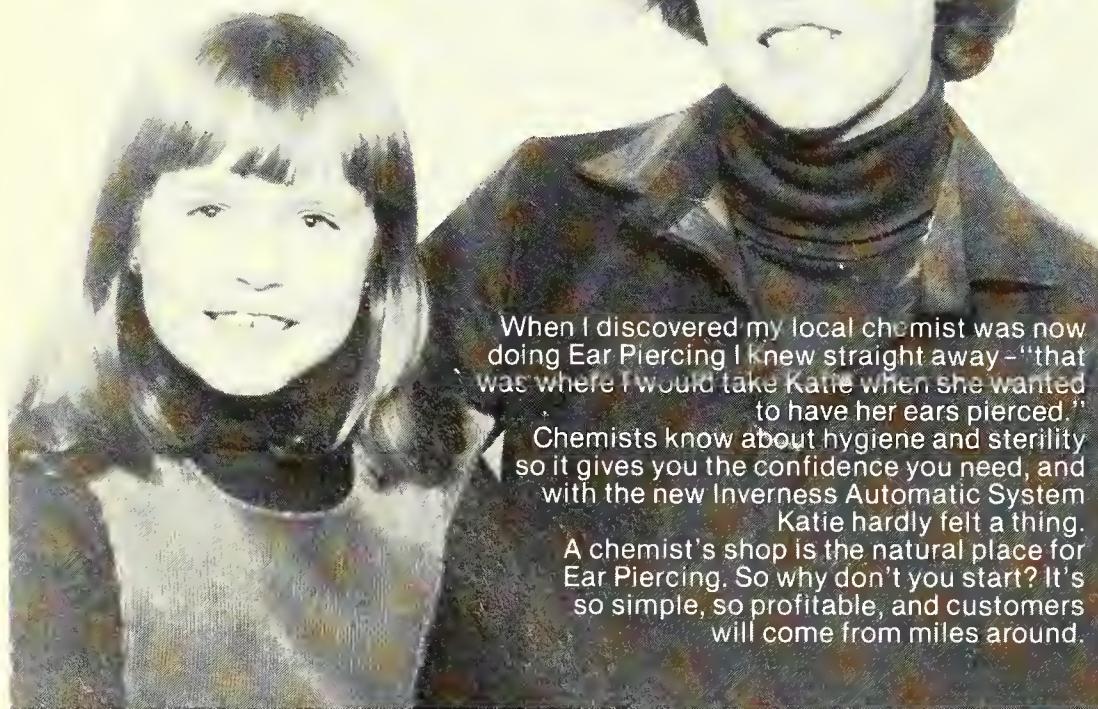
Lest I be accused of making an ivory tower statement, may I assure those of your readers who do not know this beautiful county, that a significant minority of its residents do live in circumstances which pose extreme problems of communication and transport. I strongly suspect that the same goes for the area in which Mr Thomas lives, at least in so far as the hinterland is concerned. He really should know better than to make the statement contained in his final paragraph since however deep the countryside it is never ever totally unpopulated.

R. D. Dudley
Bodenham, Hereford

Chemist's rx & quantity duration	No. of days treatment NB Ensure dose is stated	NP	Pricing Office use only
Sig.	Aqueous Cream B.P. eight ounces		DISTRIBUTE WITH DERMATOLOGICAL DILIGENCE TO THE DIGITS TO DENY DESQUAMATION OF THE DERMIS, DUE TO THE DEGRADATIONS OF DELETERIOUS DETERGENTS, DURING DUTIES AND DRUDGERIES, DREDGING DREDS FOR DIPSOMANIAK DENIZENS.

This prescription was for a patient taking part in a local production of "Old Time Music Hall." Our subscriber, from Hertfordshire, pointed out that the doctor seemed so carried away with his efforts that he reverted back to ounces

My daughter's ears were pierced at a chemist



When I discovered my local chemist was now doing Ear Piercing I knew straight away - "that was where I would take Katie when she wanted to have her ears pierced."

Chemists know about hygiene and sterility so it gives you the confidence you need, and with the new Inverness Automatic System

Katie hardly felt a thing.

A chemist's shop is the natural place for Ear Piercing. So why don't you start? It's so simple, so profitable, and customers will come from miles around.

**PEOPLE TRUST
CHEMISTS**

InVERNESS

Automatic Ear Piercing System

L.M.L.

Louis Marcel Ltd, 12 Bexley Street, Windsor
Telephone Windsor 51336

Please send me the Inverness brochure
Please ask a representative to telephone me to arrange
a no obligation demonstration

Name.....

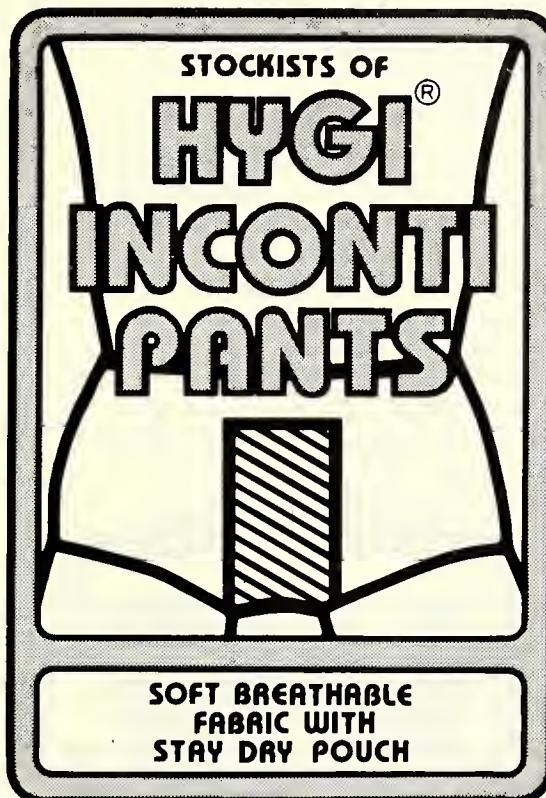
Address.....

Telephone No.

Incontinence is embarrassing

Hygi® can remove some of the discomfort.

As many as one in four elderly people suffer from incontinence with varying degrees of discomfort and the problem is not confined to hospital patients alone.



A window sticker, or showcard, drawing attention to the fact that you are a stockist of incontinent products will provide an important and much overdue social service and also introduce additional regular sales.

The Hygi 'Inconti' pant is a simple and effective way to combat the unpleasant and embarrassing symptoms of urinary incontinence.

The fabric made from 100% polyester is soft and breathable reducing the risk of soreness and rashes. The pants incorporate a marsupial type pouch with waterproof backing designed to hold a disposable pad. When wet the pad can be easily removed and a new pad inserted without the need to remove the garment.

Hygi Inconti Pants are washable, durable and afford the wearer greater independence and security.

Another product by **Undercover**.

Please send further details of Hygi 'Inconti' Pants.

Name
Address
.....

To Sales Office:

Cuticura Laboratories Ltd., Clivemont Road, Cordwallis Trading Estate,
Maidenhead, Berkshire. Tel. No. Maidenhead (0628) 29245.

Pharmaceuticals miss out on Queen's Awards

For the second year running pharmaceutical companies are conspicuous by their absence from the Queen's Awards to industry, despite a year of record exports in this field.

During 1980, pharmaceutical exports reached £745.4 million—up 16.7 per cent—and the trade surplus reached nearly £530m—up a convincing 29 per cent. However, the Department of Trade says the fruits of this labour could not be reflected in the Awards until 1982, because of the time lag between applications for the Award and their presentation.

This week's presentations in fact largely represent the trading period from October 1979 to October 1980, and a consistency of export achievement before this period. As 1979 was the first year for some time that pharmaceutical exports fell, on a year on year basis, the lack of well-known pharmaceutical companies to be presented is to some degree explicable.

Opportunity in 1982

The message from the Department is that any company that performed particularly well with a "substantial and sustained" increase in export earnings over at least the past 12 months should now be considering their entry for the 1982 awards, which have a closing date near the end of October 1981.

ICI's petrochemical and plastics division and their Mond division are named this year, taking the company's Award total to 41. Guinness Peat Group also received an Award for export, but Regent Laboratories and Willow Francis Group are a relatively small part of their overall operations. No Awards for technological achievement were gained by companies in the chemical or pharmaceutical field.

A total number of 109 Awards were made, five more than in 1980. The number of applications received was 1,222 against 1,172 the previous year. Notable this year was the number of small companies that were accoladed. The percentage has risen by some 10 per cent to half of the companies who received Awards for

export, and for technological achievement seven out of the 17 were small companies (those with under 200 employees). ■

UG's new name and symbol

United Glass Containers Ltd is the new "official" name for the glass container company of the United Glass Group. A newly-designed trade-mark symbol has also been adopted.

"Although", says managing director Tony McBurnie, "it is some years since the then separate glass container



companies in the United Glass Group were brought together as UG Glass Containers Ltd, this name has not been widely used. Customers, suppliers and the industry generally, have referred simply to 'United Glass' or 'United Glass Containers'."

"Since United Glass Ltd is already the group name, we have adopted 'United Glass Containers Ltd, and this name has now been registered." ■

Pharmaceuticals growth at S&N

Most sectors of Smith & Nephew's operations showed improvements in 1980, and medical and health care products improved market shares despite a slump in home sales. (C&D, March 28, p612).

Writing in the annual report and accounts, Kenneth R. Kemp, chairman, says that within this sector pharmaceutical sales and profits have again increased and overseas

pharmaceutical activities are also showing good growth. Plans for a "substantial upgrading" of pharmaceutical manufacturing facilities have been finalised and extensions at the Harold Hill factory "will provide us with sufficient manufacturing capacity for a number of years."

Expenditure on advertising and promotion for personal hygiene products grew during the period under consideration due to an intensification of competition.

Having shed their cosmetics interests, toiletries performed well and a range of new products are planned for release during the coming year.

Research and development spending continues to grow and two new ophthalmic drugs are currently under clinical trial.

S&N are currently celebrating "125 years of progress" and 1980 results reached record levels, with sales up 4 per cent to £213.5 million—despite the loss of turnover attributed to the cosmetics sales—and pre-tax profit up 10 per cent to £24.3m. ■

Energy costs cause of Graesser move

Further evidence on the damage being inflicted on the chemicals industry by high energy prices and the strength of sterling has been presented to the Government by Mr Barry Jones (Lab).

He drew attention to the case of Graessers Chemicals in his East Flint constituency which recently announced that some of its production was being transferred to France and declared 80 redundancies. Mr Jones called for Government action to prevent "the export from my constituency of jobs in pharmaceuticals".

Mr Cecil Parkinson, Minister for Trade, recalled the measures announced in the Budget to help industry with energy costs and claimed that the hard pound had forced companies to concentrate on their costs and to improve their after-sales service. ■

'Poison' insurance

Manufacturers, wholesalers and importers handling foodstuffs and pharmaceutical products can now obtain insurance cover against threats

Continued on p816

BUY BRITISH MADE HOT WATER BOTTLES

You will find our prices more than competitive ranging from as little as 87 pence to £2.13 (current net wholesale buying prices excl. V.A.T.).

Choose from the widest range of designs and sizes available—from the tiny cot bottle to the six pint 'Giant', including Children's animal shapes, the new childrens and adults luxury covered bottles and the "Competition" and "Super" ranges in plain, half rib and double rib styles.

Insist on 'Suba-Seal' with its unique all rubber safety closure or 'Suba-Screw' with plastic or metal stoppers. Every hot water bottle is made in our own works in England and is guaranteed quality backed by 45 years of technological and production expertise.

WILLIAM FREEMAN & CO.LTD.

FREEPOST, BY 21, Suba-Seal Works, Barnsley, South Yorkshire, England. Telex: 547186. Cables: Suba-Seal, Barnsley.



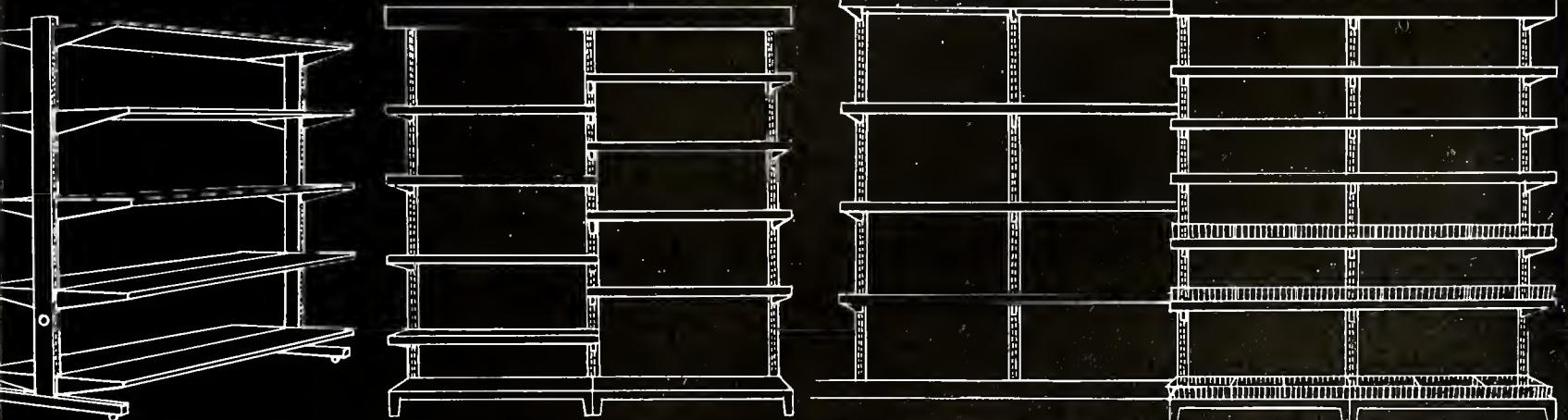
Best consistent value
on the market



Write for details
or ring 0226 - 84085
for 24 hour
7 day service.



PUT SPUR AND READICLIP TOGETHER AND HALVE THE COST OF A REFIT.



You can spend a fortune getting your business set up with modern shelving and displays.

But there's no need to.

For we've devised a system that combines economic, super-strong, wall-mounted Spur adjustable shelving with low-cost, easy-to-assemble Readiclip freestanding units.

If you wish, you can easily put it together yourself, make a really professional job of it, and save installation charges.

What's more, we'll give you the help you want in planning and layout free and without obligation.

Just clip the coupon and see how Spur and Readiclip can clip the costs for you.

— START CUTTING COSTS HERE —

To: Spur Systems International Ltd,
Otterspool Way, Watford, Herts. Telephone: Watford 26071.

Please mail me a Spur-Readiclip brochure.

Name _____

CD/25/4

Type of business _____

Address _____

Telephone _____



**SPUR
READICLIP**

to poison products unless demands, usually for money, are met.

The protection, underwritten at Lloyd's, has been devised by Stewart Wrightson (North America), part of the Stewart Wrightson international insurance broking group, mainly as a result of demand from the US.

The insurance covers reimbursement for extortion monies paid and the cost of recalling or destroying products threatened or contaminated. Loss control is built into the cover, and the policy has a condition that all reasonable efforts be made not to disclose the existence of insurance. ■

Government pledge on training

The Government has reiterated its intention to end compulsory training arrangements for companies wherever possible, and Mr Peter Morrison, Under Secretary for Employment, warns that employers who want to be free of statutory compulsion "must think now and hard about how they can deliver the arrangements".

Speaking in Plymouth, Mr Morrison said that statutory industrial training boards would be kept only where there was no adequate alternative: "We believe that voluntary co-operation is better than statutory compulsion. But we are not going to let companies off the hook of statutory boards to slip back into inefficient training, skill shortages and poaching. We want to capitalise on the successes of the statutory boards—not waste them."

The Government's decisions about future arrangements for each sector of the industry will be based on a report, due in June, from the Manpower Services Commission. ■

Briefly

- **Haffenden-Richborough Ltd** have changed their name to Haffenden Moulding Co Ltd.
- **Fylde Laboratories** have moved to Deepdale Mill Street, Preston PR1 5BQ; Tel Preston 798814.
- **Louis Marcel Ltd** have moved to Priors Way, Maidenhead, Berks SL6 2YL; tel Maidenhead 74677.
- **Jenson Chemicals Ltd** are now handling the Cilag-Chemie range of chemicals in the UK. This complements their range of other agencies which include Scherer Hartkapsel GmbH, PCAS of France and Ravensberg GmbH.

■ **Nurdin & Peacock**, the cash & carry wholesalers, are opening a 70,000 sq ft Warehouse at Parc Ty Glas, Llanishen, Cardiff on May 11—their 28th. Some 225 linear feet will be devoted to toiletries.

■ **Lincoln Co-operative Society** (Building Department) has received planning approval to make alterations and extensions to the exterior of its premises and to build a pharmacy at corner of Moorland Avenue/Skellingthorpe Road, Lincoln.

appointed: Martin Jamieson (NW London, general practitioners); Christopher Lloyd (NW London, teaching hospitals); David Morris (Birmingham, general practitioners); Annette Immins (Derbyshire); Sharon Lindop (N Humberside); Brenda Woodley (SE London).

Historic inspiration for shop front

The famous Scottish architect, Charles Rennie Mackintosh, who died in 1928, has helped to overcome obstacles barring the opening of a new pharmacy in South Wales.

Andrews & Courie, who already have five shops in the area, wanted to develop a sixth shop by converting an old dwelling house in the High Street of the small market town of Cowbridge, a conservation area jealously guarded by the Welsh Office.

The local planning authority imposed a ban on installing a conventional shop front and insisted that any development must conform strictly to the existing century-old frontages.

The problem was solved by the Glasgow-based shopfitters, Dollar Rae, who were asked to design the new shop. After discussions with the local planners, a shopfront based on designs by Charles Rennie Mackintosh was submitted. Now, the new facade has become a local feature of special interest, and according to Andrews & Courie, "generated a volume of customer sales far in excess of the business forecasts". ■



COMING EVENTS

The Institute of Trichologists is to hold a seminar in June and Mrs J. L. Wilson, MPS, is to give the first paper on "Lotions and Creams that you can use—by a Pharmaceutical Trichologist".

Mrs Wilson qualified in 1957 and worked as a locum in many pharmacies before raising a family and also studying trichology in which she qualified in 1965. She won the Macdonald Award for her year and has since practised both professions.

The other papers to be presented are, "Observations on the formulation of shampoos", by Dr K. C. James and "the carcinogenicity of hair products", by Dr S. Vinnitt.

The seminar will take place at the London Tara hotel on Sunday, June 7 commencing at 10am. Further details from the secretary, the Institute of Trichologists, 228 Stockwell Road, Brixton, London. ■

Monday, April 27

East Metropolitan Branch, Pharmaceutical Society, and West Ham Association of Pharmacists, Churchill room, Wanstead library, Spratt Hall Road, Wanstead, at 7.30 pm. Annual meeting. Cheese and wine.

North Metropolitan Branch, Pharmaceutical Society, Postgraduate academic centre, Whittington Hospital, at 8 pm. Mr Burt (Chelsea College) on "Skin disorders and dermatological products".

Plymouth Branch, Pharmaceutical Society, Lecture theatre, medical centre, Greenbank Hospital, at 8 pm. Annual meeting.

Tuesday, April 28

Lanarkshire Branch, Pharmaceutical Society, Ravenscraig suite, Garrion Hotel, Motherwell, at 8 pm. Professor J. M. Cameron on "Poisoning—accident, suicide or murder?".

Liverpool Branch, Liverpool Chemists' Association, Committee room, Broadgreen Hospital, at 8 pm. Annual meeting.

Wednesday, April 29

Dorset Branch, Pharmaceutical Society, Postgraduate centre, Dorset County Hospital, Dorchester, at 7.30 pm. Miss F. Rutledge on "Reminiscences of a WHO health visitor in Africa and India. Buffet.

Sheffield Branch, Pharmaceutical Society, Jessop Hospital lecture theatre (second floor, school of physiotherapy), at 8 pm. Annual meeting. Cheese and wine.

Stirling and Central Scottish Branch, Pharmaceutical Society, Residents' lounge, Station Hotel, Stirling, at 8 pm. Professor Cameron (London Hospital, medical college), on "Poisoning—accident, suicide or murder?". Annual meeting.

West Metropolitan Branch, Pharmaceutical Society, and Western Pharmacists' Association, Great Western Royal Hotel, Praed Street, W2, at 6.45 for refreshments. Dr V. S. G. Murray (Poisons information service, Guy's Hospital) to talk on the unit's work.

Thursday, April 30

Bedfordshire Branch, Pharmaceutical Society, Bird-in-hand, Henlow camp crossroads, at 8 pm. Annual meeting.

Bromley Branch, Pharmaceutical Society, Spinning wheel, Westerham. Dinner dance.

Advance information

Manchester and Salford Branch, National Pharmaceutical Association, Grand Hotel, Aytoun Street, Manchester, on Thursday, May 21, at 8 pm. Informal business dinner. Speakers, Mr G. Crossley, superintendent, Manchester Prescription Pricing Authority and Mr P. Boardman, assistant secretary. Pharmaceutical Services Negotiating Committee. Tickets £8, apply to Mr Wood, 193 Langworthy Road, Sefton, Salford.

Institute of Packaging, Fountain House, 1a Elm Park, Stanmore, Middlesex. Interpack exhibition, May 14-20. Details from Mr Watkins, 01-954 6277.

Home brews

Concluded from p809

winemaking procedures for use by retailers and consumer. Among manufacturers, Southern Vineyards and R&C provide a comprehensive information service of this type, as do Southampton Homebrews and Home Winecraft of Leicester for wholesalers.

Southampton Homebrew give estimates for the initial stock costs of starting a homebrew section as 4ft—£250; 8ft—£500; 12ft—£800 and 16ft—£1,200 (all prices plus VAT but less opening discounts). Each gondola unit has five shelves so for the 4ft unit the linear footage available for display is 20ft. Detailed plans of shelving which give the footage to be devoted to specific products and their

relative positions, are also available.

They also give a retail price indication in their product range/price guide. For example, they state whether a product can usually be sold at full price, at a slight discount or must be deeply cut, if it is very price sensitive. Stock and order sheets are available too.

Price structures and discounts vary with supplier but for non-competitive lines sold at full RSP then 33 per cent POR can usually be achieved.

With the rider that competition is fierce in certain sections of the market, opportunities abound for the pharmacist who makes a reasoned and committed entry into this buoyant market—a market which is responsive to both personal service and expertise, as well as selective price cutting, if the situation demands. ■

Stock up now with OPAZIMES

Soon, everyone will be asking for OPAZIMES, Kaolin and Morphine in tablet form.

Because OPAZIMES are so easy to slip into a holiday bag, or keep in the medicine cabinet.

And because OPAZIMES are backed by a big national advertising campaign.

So ask your Wigglesworth Representative about the OPAZIMES special bonus!



WIGGLESWORTH LIMITED

Westhoughton Bolton BL5 3SL. Telephone: 0942 811567

A MEMBER OF THE WILLOWS FRANCIS GROUP

MARKET NEWS

Vitamins easier

London, April 21: Trading in all sectors of the market during the past week was on a smaller scale because of the four-day Easter holiday.

Among pharmaceutical chemicals the prices of vitamins were reduced by a leading manufacturer. The rates quoted for imported vitamins of Far Eastern origin have been weak for some time now and are no doubt having an effect on West European material.

Among botanicals most of the balsams have risen sharply in price. Also dearer are gentian, liquorice and sarsaparilla roots. Brazilian menthol held steady at its previously advanced level but Chinese was firmer.

Most essential oils were unchanged; exceptions were citronella, clove leaf and orange, all of which were marked up.

Pharmaceutical chemicals

Acetarsol: £19.30 kg in 50-kg lots.
Acetone: £349 metric ton for 30-drum lots.
Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £376, 99.5 per cent £359, 80 per cent grade pure £327; technical £306.
Adrenaline: (per g) 1 kg lots base £0.35; acid tartrate £0.30.
Aloin: micro-crystalline £28.65 kg in 50-kg lots.
Aluminium chloride: Pure crystals in 50-kg lots £1,353 kg.
Ammonium acetate: BPC 1949 crystals £0.8635 kg in 50-kg lots; strong solution BPC 1953 £0.243 kg in 250-kg lots.
Ammonium bicarbonate: BPC £234.77 metric ton ex-works, in 50-kg bags.
Ammonium tartrate: Commercial £2.95 kg in 50-kg lots.
Ascorbic acid: (per kg) 25-kg £4.81; 500-kg from £4.30 as to source; coated £5.03—(25-kg lots).
Aspirin: Ten-ton lots £1.96 kg; imported from £1.
Biotin: Crystals £5 per g; in 10-g lots.
Bismuth salts: £ per kg.

	50-kg	250-kg
salicylate	9.90	
subcarbonate	7.52	7.39
subnitrate	5.82	5.72
Borax: EP grade, 2-5 ton lots per metric ton in paper bags, delivered—granular £308; powder £336; extra fine powder £352.		
Boric acid: EP grade per metric ton in 2-5 ton lots—granular £465; powder £496.		
Calcium ascorbate: £5.77 kg in 25-kg pack.		
Calcium pantothenate: £7.26 kg in 25-kg lots.		
Carbazochrome: technical £60 kg; sodium sulphonate £105 kg.		
Carotene: Beta—10% £27.50 kg (5-kg lots); 20% suspension £36.30 kg (5-kg).		
Chloral hydrate: 50-kg lots £2.20 kg.		
Cinechocaine: Base (500-g lots) £105 kg; hydrochloride £92.70.		
Citric acid: BP per metric ton single deliveries, granular monohydrate £891; anhydrous £940 (powdered £20 premium per 1,000 kg).		
Clioquinol: NF XIV 500-kg lots £15.81 kg. to £648.		
Cyanocobalamin: per g £2.64 in 100-g lots; imported £2.40 in 1-kg lots.		
Dexpanthenol: (Per kg) £10.12 in 5-kg lots.		
Dextromethorphan: £135.30 in 5-kg lots.		

Folic acid: 100-kg lots from £51 kg.
Iodine: Resublimed £10.20 kg in 250-kg lots; crude £7.40 in 500-kg lots.
Glucose: (Per metric ton in 10-ton lots)—monohydrate £295; anhydrous £550; liquid 43° Baumé £309 (5-drum lots); naked 18-tons £247.
Glyeerin: In 250-kg returnable drums £670 metric ton in 5-ton lots; £695 in 2-ton lots.
Homatropine: Hydrobromide £133.10 kg; methylbromide £126.60—both in 1-kg lots.
Iodides: (Per kg) **Ammonium** £13.80 (50-kg lots); potassium £8.05 (250 kg); **sodium** £10.10 (50 kg).
Iodoform: USNF £17 kg in 50-kg lots.
Isoniazid: BP 1973 £4 kg in 300-kg lots.
Isoetharine hydrochloride: £170 kg for 1-kg lots.
Isoprenaline: Hydrochloride £75 kg; sulphate £70.
Lobeline: Hydrochloride BPC and sulphate £1.49 per g for 100-g lots.
Magnesium carbonate: BP per metric ton—heavy £740-£745; light £640.
Magnesium chloride: BP crystals £1.05 kg for 50-kg lots.
Magnesium dihydrogen phosphate: Pure £2.45 kg in 50-kg lots.
Magnesium hydroxide: (metric ton) BPC light £1,800; 28 per cent paste £550.

Magnesium oxide: BP per metric ton, heavy £1,700 light £1,800.
Magnesium sulphate: BP £147.10-£150 metric ton; commercial from £118.50; excised £310.60.
Magnesium trisilicate: £0.70 kg in minimum 1,000-kg lots.

Nicotinamide: £3.19 kg in 50-kg lots.
Nicotinic acid: £3.52 kg in 50-kg lots.
Noscapine: Alkaloid: £33 kg for 100-kg; hydrochloride £36.30.

Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £600-£604 as to maker; hydrochloride £520; Phosphate £460.50-£462; sulphate £520. Diamorphine alkaloid £821; hydrochloride £748. Ethylmorphine hydrochloride £585.50-£591. Morphine alkaloid £667-£668; hydrochloride and sulphate £544-£545.
Paracetamol: (Per kg) 50-ton contracts from £3.22; 10-ton £3.30. Premium for d/c £0.35 kg.

Papaveretum: £390 kg; 5-kg lots £355 kg. Subject to Misuse of Drugs Regulations.
Parafin liquid: BP £0.667 litre on 210-litre drums; light BPC 1963 £0.594; Technical white oil WA23 £0.582; WA21 £0.611.

Phosphoric acid: BP sg 1.750 £0.5248 kg in 38-drum lots minimum.
Photocodine: 1-kg £538-£543 60-kg lots £493 kg. Subject to Misuse of Drugs Regulations.

Potassium ammonium tartrate: £2.76 kg in 50-kg lots.
Potassium bitartrate: £1.050 per metric ton.

Potassium citrate: Granular £1,069 per metric ton. 5-ton contracts £1,063 ton.

Potassium diphosphate: in 50-kg lots, granular £2,279 kg; powder £1,992.

Potassium hydroxide: Pellets BP 1963 in 50-kg lots £1,978 metric ton, sticks not offered; technical flakes £696.50

Potassium nitrate: Recrystallised £1.29 for 50-kg drums.

Potassium phosphate: monobasic BPC 1949. £1.50 kg in 50-kg lots.

Pyridoxine: £18.70 kg for 20-kg lots.

Riboflavin: (Per kg) £23.65 in 10-kg packs, diphosphate sodium £75.07 in 5-kg.

Salicylic acid: 5-ton lot £1.61 kg; 1 ton £1.63.

Sodium acid phosphate: BP crystals £1.36-£1.42 kg as to source for 50-kg lots.

Sodium acetate: BP crystals £1.02 kg in 50-kg.

Sodium ascorbate: 100-kg lots £5 per kg.

Sodium benzoate: £0.70 kg in 500-kg lots.

Sodium bi-carbonate: BP from £149.90 metric ton as to grade in minimum. 10-ton lots delivered UK.

Sodium chloride: Vacuum dried in 10-ton lots delivered London 4-ply bags £47.56 metric ton.

Sodium citrate: Granular £891 metric ton; powder £911. Five-ton contracts £886 for granular—all in lined bags.

Sodium fluoride: in 50-kg lots £2.43 kg.

Sodium gluconate: Technical £756 metric ton.

Sodium hydroxide: Pellets BP 1973 in 50-kg lots £0.82-£1.57 kg.

Sodium nitrate: Recrystallised £0.96 kg for 50 kg lots.

Sodium nitrite: BPC 1973 £1.02-£1.298 kg as to maker for 50-kg lots.

Sodium perborate: (per 1,000 kg) monohydrate £723; tetrahydrate £430.

Sodium percarbonate: £567 per metric ton.

Sodium sulphite: Crystals £0.21 kg (500 kg minimum).

Sodium thiosulphate: photo grade £240.50 per metric ton; £224.50 ton in 4-ton lots.

Talc: BPC sterilised £646 metric ton in 50-kg; £388 for 1,000-kg lots.

Tartaric acid: £1,795 per metric ton.

Tetracycline: Hydrochloride £14 kg; oxytetracycline £13.25 in 250-500-kg lots.

Thiamine: Hydrochloride/mononitrate £14.85 kg in 20-kg lots of British origin; 500-kg £14.00.

Tocopherol acetate: DL-alpha per kg £12.55 (in 20-kg lots); adsorbate £12.20 (25-kg); spray-dried £9.75.

Vitamin A: (per kg) acetate powder ½ miu per g £12.65 (5 kg lots); palmitate oily concentrate 1 miu per g £15.40 (5-kg); water miscible £4.34 litre (6-litre pack).

Vitamin D2: Type 850 £45.10; type 80 £4.70 kg (25-kg lots).

Yohimbine hydrochloride: £350 per kg; £340 kg in 5-kg lots.

Crude drugs

Balsams (kg) Canada: Dearer at £11.95 on the spot; shipment £11.80, cif. **Copaiba:** £5.10 spot; no cif. **Peru:** £9.55 spot; £9.30, cif. **Tolu** £6.15 spot.

Belladonna: (kg cif) herb £0.60 leaves and root unquoted.

Benzoin: £178 cwt, cif.

Camphor: Natural powder £8 kg spot; £8.80, cif. Synthetic 96% to £1.30 spot; £1.25, cif.

Cardamom: Alleppey green £4.50 kg, cif.

Cascara: £1,270 metric ton spot; £1,250, cif.

Cinnamon: unquoted on spot or forward.

Ceylon quills 4 o's £0.76½ lb, featherings £0.154 both cif.

Gentian root: £2,570 metric ton spot; £2,520, cif.

Ginger: Cochin £600 metric ton spot; £550, cif.

Other sources not quoted.

Lemon peel: Spot no offers; Shipment £2,005 metric ton, cif.

Liquorice: Root, no spot; £575 metric ton, cif. Block juice £1,400 metric ton spot.

Menthol: (kg) Brazilian £5.75 spot; £5.90, cif.

Chinese £5.25 spot; £5.10, cif.

Nutmeg: (per metric ton fob) Grenada 80s \$3,200 sound unassorted \$2,950 110s \$3,050, defectives \$2,000.

Sarsaparilla: Jamaican £2,715 metric ton spot £2,700, cif.

Seeds: (metric ton, cif). **Anise:** China star £1,135 for shipment. **Celery:** Indian £450. **Coriander:** Moroccan unquoted. **Cumin:** Indian £575. **Fennel:** Indian £475. **Fenugreek:** Moroccan £300; Indian £280.

Turmeric: Madras finger £360 metric ton spot; £275, cif.

Valerian: Dutch No offers spot; £1,500 metric ton, cif. Indian £1,170 spot; £1,140, cif.

Witchazel leaves: £2.75 kg spot; £2.70, cif both nominal.

Essential and expressed oils

Anise: (kg) Spot £12.40; shipment £11.80, cif.

Berry: West Indian £10 kg spot; £9.90, cif.

Bergamot: From £35 to £40 kg spot.

Bois de rose: £7.60 kg spot; £7.25, cif.

Buchu: South African £115 per kg spot; English—distilled £170.

Cinnamon: Ceylon leaf £2.65 kg spot; £2.49, cif; bark: English-distilled, £155.

Citronella: Ceylon £3.50 kg spot; £3.16, cif.

Chinese £2.95 spot; £3.10, cif.

Clove: Indonesian leaf £1.50 kg spot; and cif.

English distilled bud £45.

Eucalyptus: Chinese £2.02 kg spot; £1.93, cif.

Portuguese £1.80, cif.

Fennel: Spanish sweet £8 kg spot.

Geranium: Bourbon £41.75 kg spot; £38.95, cif.

Ginger: Chinese £21.50 kg spot nominal: £20.10, cif.

English-distilled (ex W. African root) £70; ex Indian £40.

Orange: Florida spot £0.85 kg; £0.75, cif; Brazil £0.45 kg ex-store.

Spearmint: Chinese £8.50 kg spot; £6.95, cif.

American £9.50, cif, spot.

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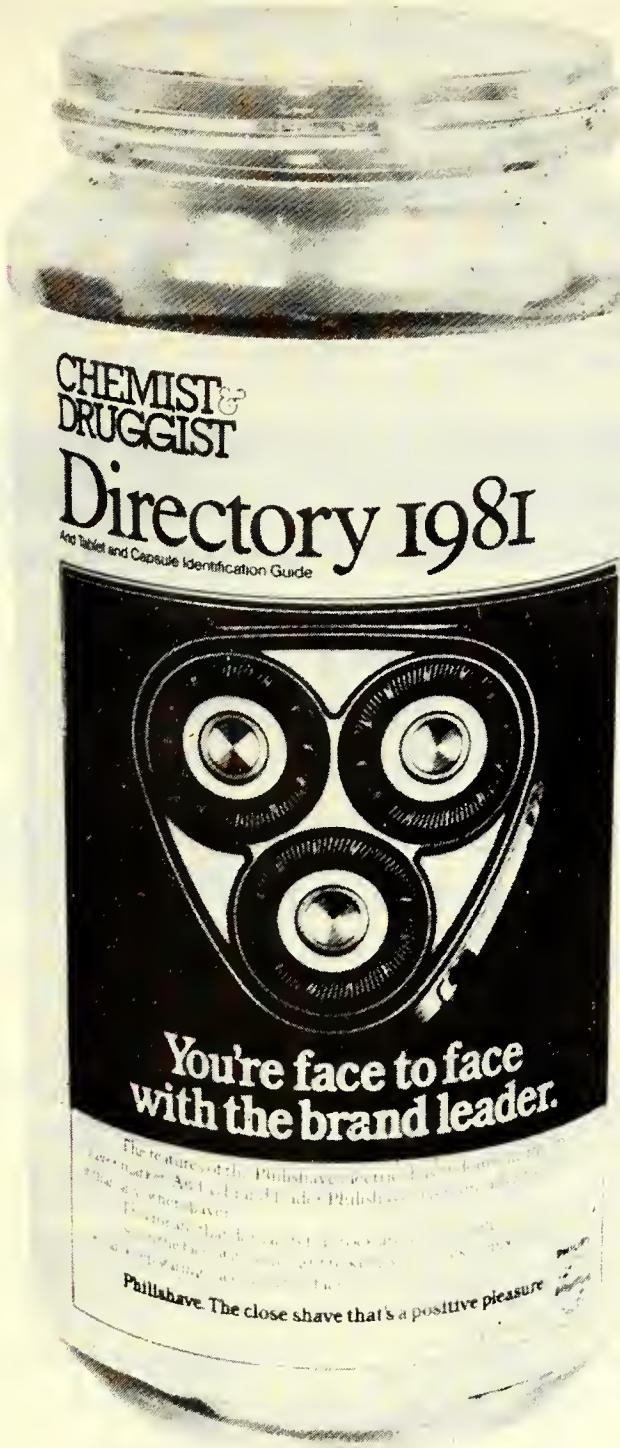
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X1 — CENTRAL LANCASHIRE — Main road Pharmacy close to the centre of a character full town, dispensary approximately 1,600 scripts per month. Turnover to 31st May 1980 £68,798. Freehold property for sale at £12,000 although a lease would be considered. Stock at valuation approximately £10,000. Offers invited for goodwill and fixtures.

X2 — ANGLESEY — Main road pharmacy in pleasant holiday area. Good living accommodation, or potential for holiday flat. Turnover in 1980 £70,991. Scripts average 1,500 per month. Freehold property £35,000, goodwill, fixtures and fittings £5,000, stock at valuation approximately £9,000.

X3 — NORTH WEST LANCASHIRE — Large excellently modernised and fitted-out property close to town centre. Turnover to April 30th, 1980, £107,636. Scripts average 2,000 per month. Good future potential. Freehold property £27,500. Goodwill, fixtures and fittings £12,000. S.A.V. approx. £20,000.

X4 — NORTH WIRRAL — Lock-up council property on low rent, good profits, scripts average 1,200 per month. Turnover £65,000 per annum, goodwill, fixtures and fittings £1,000 plus stock at valuation approximately £8,000.

X5 — SALFORD (LANCASHIRE) — Lock-up shop serving council estate, turnover to 31st March 1981 expected £90,000. Based on 1,600 scripts per month. Rent £750 per annum, Goodwill and fixtures £8,000 plus stock at valuation approximately £12,500.

X6 — WIRRAL — This branch pharmacy serves a pleasant residential area with turnover of £83,507 and scripts 1,600 per month approximately. The shop is bright and well fixtured and there is a 2/3 bedroomed flat above. Premises on lease at £1,850 per annum. Goodwill, fixtures and fittings only £5,000. Plus stock at valuation approximately £11,000.

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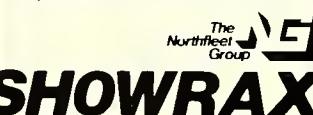
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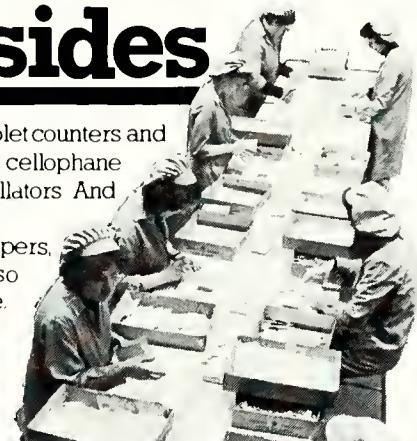
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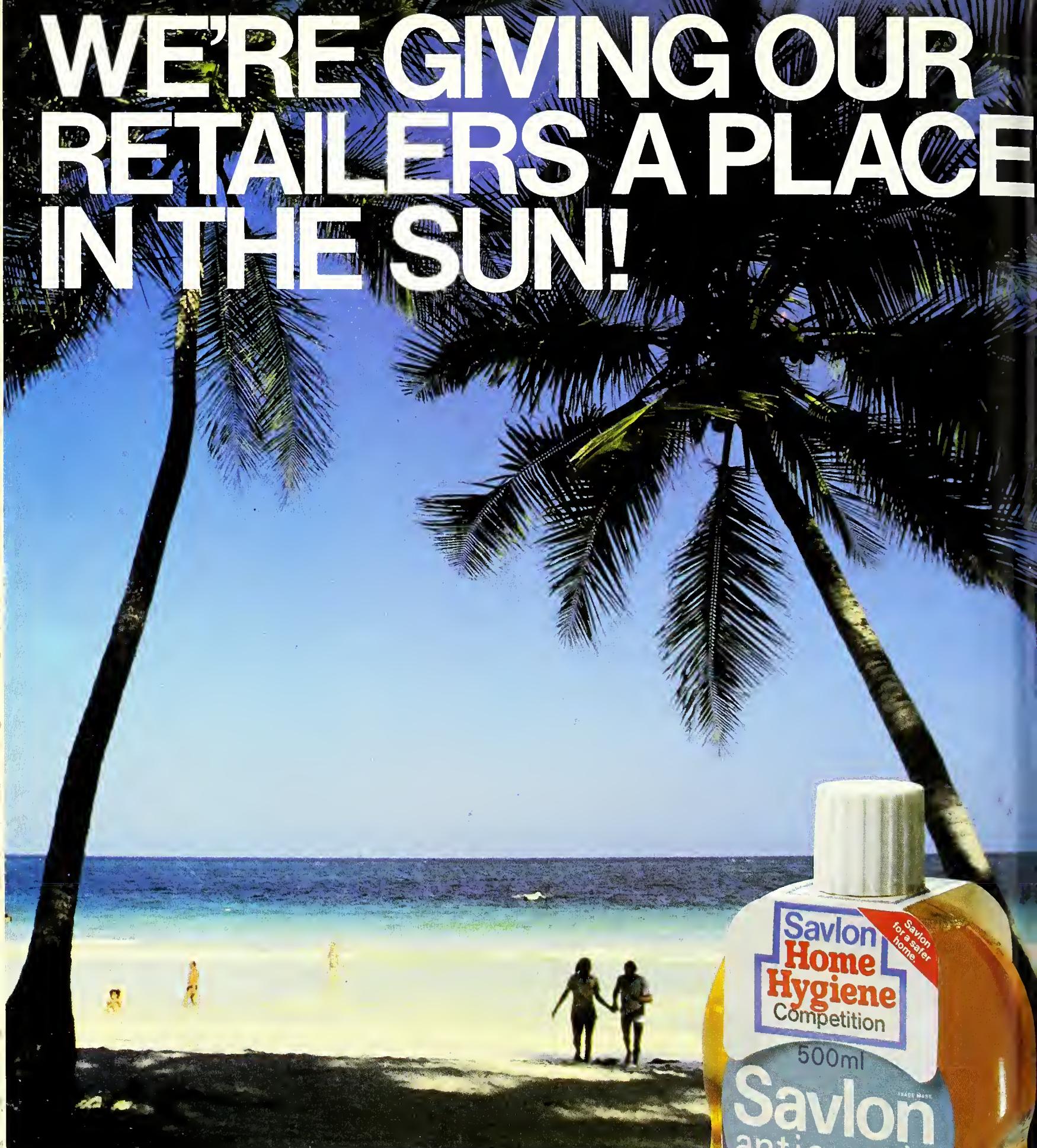
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